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ROCKY MOUNTAIN NATIONAL PARKS UTILIZATION STUDY, STAGE I

VISITOR USE AND PROFILE SURVEY REPORT

Volume III -- General Summary:

Activities, Sites and Attitudinal Information

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Canada/Alberta Tourism Agreement (CATA)

ROCKY MOUNTAIN NATIONAL PARKS UTILIZATION STUDY, STAGE I

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Presented By: Ruston/Tomany & Associates, Ltd.

February, 1989

FOREWORD

BACKGROUND AND PURPOSE

Travel Alberta commissioned Ruston/Tomany & Associates to conduct Stage I of the National Parks Utilization Study[1]. The first stage of this two stage project was designed to provide a data base on visitors to the Rocky Mountain National Parks. The data base will be used in preparing a marketing and development plan for the future of the parks (Stage II).

The original Terms of Reference encompassed only the two Alberta Parks -- Banff National Park and Jasper National Park. In order to provide information on the Rocky Mountain National Parks as a whole (Banff, Jasper, Yoho, and Kootenay National Parks), cooperation and funding from the British Columbia Ministry of Tourism and Provincial Secretary were obtained. The study parameters were then extended to capture limited information on visitors to Yoho and Kootenay National Parks.

To facilitate the study design, implementation and analysis phases, a Steering Committee was created by Travel Alberta. This body, under the leadership of Travel Alberta research personnel, undertook a consulting and decision-making role throughout the two years required to complete the study. Organizations represented on the Steering Committee included:

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[1] Under the terms of the Joint Federal/Provincial Sub-Agreement No.0343.

*Travel Alberta
*British Columbia Ministry of Tourism and Provincial Secretary
Tourism Development, Department of Regional Industrial Expansion
*Canadian Parks Service
*Statistics Canada
Banff - Lake Louise Chamber of Commerce
Jasper Chamber of Commerce
*Ruston/Tomany & Associates

A Technical Committee (*) was struck from the full Steering Committee to deal with complex methodological issues as they arose throughout the course of the study. Decisions regarding sampling, weighting and estimation procedures were discussed and approved by the Technical Committee prior to implementation by Ruston/Tomany & Associates. In view of the number of such decisions that occur in a study of the scope and complexity of the Visitor Use and Profile Survey, the Technical Committee proved invaluable in meeting the high quality objectives of the study.

The specific objectives of the Visitor Use and Profile Survey included the following:

- Measure the volume and value of visitors to the Rocky Mountain National Parks system in total and to Banff and Jasper National Parks separately;

- Obtain detailed market information on trip and traveller characteristics;
- Determine current use of facilities, services, attractions, activities and events in the parks, including interpretive and educational programs and facilities; and
- Identify motivations for visiting the parks, and attitudes and perceptions regarding park experiences.

Although Travel Alberta had conducted surveys with exiting visitors in the past, the Visitor Use and Profile Survey was the first study initiated by the province to require four season fieldwork. This requirement was included in the Terms of Reference because of the importance of winter recreational activity, and particularly downhill skiing, in the Rocky Mountain National Parks. The physical encumbrances involved in winter data collection from vehicular visitors made the development of a "workable" methodology for the winter season a challenging exercise for the research supplier and the Steering Committee. The Methodology section of this document and the Technical Appendix detail the approach ultimately adopted by the study to capture information from winter visitors to the Rocky Mountain National Parks system.

METHODOLOGY

The following pages provide an overview of the Visitor Use and Profile Survey methodology. For a full description of the methodology, the reader is directed to the Technical Appendix (under separate cover).

- **Overview**

The National Parks Utilization Study, Stage I; Visitor Use And Profile Survey was a cordon-type exit survey in which randomly selected representatives of travel parties leaving the four Rocky Mountain National Parks via highway, scheduled bus, scheduled train and overnight chartered motorcoach were interviewed. Interviewing was conducted throughout the four seasons, commencing on June 15, 1987 and ending on June 14, 1988.

- **Sampling And Weighting**

A multi-stage stratified probability sample, stratified by mode of exit, exit port, weekday/weekend and season was designed by Ruston/Tomany & Associates and John Smart, President of Applied Marketing Statistics. The sample of stints (time periods or events) used in the study was selected using a random selection computer program. Adjustments to the final sampling plan for each season were made by Travel Alberta personnel and reflected concerns about under-representation of subjectively important locations/times.

Survey completions were computer-weighted to reflect the inverse of the probabilities of selection on a stint, vehicle or party and individual level. These weights were used to expand the sample, on a season-by-season basis, to reflect all non-resident parks entrants, visitors and visitor expenditures during the survey period. Details of the sample design and weighting system are included in Section A, Chapters B and D of the Technical Appendix.

- **Data Collection**

The survey design involved interviewing adults (16 years or more) as they left the national parks by road, scheduled bus/train or chartered motorcoach. Mechanics of the data collection phase of the study are detailed in Section B of the Technical Appendix.

In order to qualify to complete an interview, respondents had to live outside the parks, could not be in the park on a sales call or delivery, as a member of a work crew or employee, or commuting to or from work or school. Additionally, the selected respondent had to be leaving the parks system for the last time on the "entire trip". Adults from all origins were eligible for inclusion in the study.

- **Roadside, Scheduled Bus, Scheduled Train Interviews**

An interview was administered to qualified respondents by Ruston/Tomany & Associates' trained interviewers. The "on-site" questionnaires were prepared in a self-completion format for roadside traffic during the winter season due to the extremely cold weather conditions.

Qualified respondents were asked a series of questions designed to ascertain whether they further qualified as a "parks visitor" or were, by the following definitions[1], considered to be a "pass-through" parks entrant:

---

[1] For a full set of study definitions, see pages xi to xiii.

- **Parks Visitor**

  An individual who had entered at least one of the four Rocky Mountain National Parks and had spent any time, and/or spent any money and/or done any sightseeing within the four parks' boundaries.

- **Pass-through**

  An individual who had entered at least one of the four Rocky Mountain National Parks but did not spend any time, money, or do any sightseeing in any park.

In order to define a respondent as a visitor or a pass-through, questions were administered to ascertain which national parks had been entered, and which activities or services within the parks had been utilized ("Screening Questionnaire").

Parks visitors were asked to complete a questionnaire detailing characteristics of their trip (including the number of nights away from home, number spent in the national parks, type of accommodation used within the parks and number of nights spent in each, prepaid and direct expenditures for the travel party).

Limited demographic information was obtained from both visitors and pass-throughs. Each respondent was given a self-completion questionnaire in the appropriate language to be filled out and mailed back after leaving the park. The "mail-back" questionnaire included questions about sites visited and activities participated in while the visitor was in Banff and/or Jasper National Park, ratings of these two parks on a variety of characteristics, and additional behavioural and demographic information about the household.

- Chartered Motorcoach Interviews

Chartered motorcoach information was collected via a self-completion questionnaire. These questionnaires were similar in content to the administered "on-site" questionnaire used for other modes. The modified "on-site" and standard "mailback" questionnaires were distributed to randomly selected passengers boarding a qualified motorcoach (an overnight charter coach departing the parks). All boarding passengers were considered to be parks visitors.

- Non-English Interviews

French, German and Japanese translations of the survey materials were available in a self-completion format. If a selected individual was not comfortable completing the interview in English, the appropriate non-English materials were provided.

All questionnaires were pre-tested prior to their use in the field. Copies of the field materials used in the study are included under separate cover in Section B of the Technical Appendix[1].

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[1] Copies of English versions of the roadside summer and winter questionnaires are appended to this document for reference purposes. See Section B, Volumes 1 and 2 of the Technical Appendix for complete set of questionnaires.

- **Traffic Counts**

In addition to the interviewing periods, traffic counts were taken at each roadside stint. These counts were supplemented by passenger counts for bus, train and motorcoach stints. Together, these counts formed the nucleus of entrant traffic used in projecting the survey sample to the universe of parks entrants, pass-throughs and visitors. Details of the sampling and weighting procedures used are described in Section A, Chapters B and D of the Technical Appendix.

No roadside interviewing could be conducted after dark because of safety considerations. Instead, night traffic counts of total private vehicles, transport trucks and buses were undertaken. These counts were incorporated into the total weighting and projection plan such that the final estimates reflect a full 24 hour day. The underlying assumption of this portion of the weighting is that private vehicle traffic exiting the parks during darkness shares the same characteristics as that surveyed during daylight hours.

- **Stint Replacement**

Stint cancellation caused by factors other than weather and/or weather-related road conditions required replacement according to pre-established rules. Stints cancelled as a result of inclement weather or unsafe road conditions were "replaced" synthetically, using a multiple regression analysis (MID Analysis). Where possible, actual traffic counts were obtained for the weather-missed stints and were incorporated into the final estimating procedures.

- **Special Winter Procedures**

As mentioned previously, for most of the winter season (December 11, 1987/April 14, 1988), initial screening at the roadside was administered by an interviewer using an expanded Screening Questionnaire, but a sizeable portion of the "on-site" questionnaire was provided in a self-completion format. This approach was required because of the winter weather conditions in the parks.

In addition, special strata were designed to capture "dusk" skiers exiting the parks at the Banff East (Highway 1) and Jasper East gates. Without this procedure, the research would likely have systematically under-represented the exiting skier population because a sizeable portion of it is thought to exit the parks during time periods in which it is too dark to interview safely.

The procedure developed involved interviewing at randomly selected ski hill parking lots between 3:00 p.m. and 5:00 p.m. Only those skiers leaving the parks during pre-defined "dusk hours" and through specific exit points were deemed eligible for inclusion in the ski hill sample.

- **Completed Interviews**

A total of 3551 interviews were completed over the year. Ten "outlier" interviews were removed from the data file and imputed stints (for stints cancelled because of weather conditions) were added to the data file at the tabulation stage. The final distribution of usable interviews on which the tabu-

Exhibit i

RECORD OF MONITORED STINTS AND VALIDATED COMPLETIONS

STINTS	#		%	
Total Stints Conducted[1]	394		100	
Total Stints Monitored:	97		25	
By Ruston/Tomany Head Office Staff		28		7
By Ruston/Tomany On-Site Study Coordinator		69		18

COMPLETIONS	#		%	
Total Completions[2]	3228		100	
Total Validations Attempted:	361		11	
Successful		307		10
Unsuccessful (Not Home, Busy, Moved Away, Refusals, Etc.)		54		2

(Source: Ruston/Tomany Survey Records)

All interviewing was monitored by on-site Ruston/Tomany trained supervisory personnel. Telephone validations of interviews were conducted within one month of the interview date.

---

[1] Including observation stints.

[2] Includes outlier interviews. Charter motorcoach interviews were excluded from the validation process because of the high proportion of non-English speaking respondents and the difficulty in recontacting overseas visitors.

lations are based, by season and mode, is shown in the following table:

Exhibit ii

BY SEASON[1]	TOTAL	SUMMER	FALL	WINTER	SPRING
ENTRANTS	3663	1504	523	1087	549
VISITORS	2783	1189	378	822[2]	394
PASS-THROUGH	880	315	145	265	155

BY MODE	ROAD[3]	BUS	TRAIN	CHARTER
ENTRANTS	3002	131	197	333
VISITORS	2132	126	192	333
PASS-THROUGHS	870	5	5	N/A

Source: Ruston/Tomany Survey Records

The attitudinal questionnaire was distributed to 2783 visitors over the year and was returned in a usable form by 1503 (54% response rate).

The facing table details stint monitoring and in-office validations conducted on completed interviews over the full course of the study. The table facing the following page details the contacts made in order to achieve the completed interviews.

---

[1] All figures include imputed stints. Seasons were defined by Travel Alberta as follows:

Summer	June 15 to September 7
Fall	September 8 to October 31
Winter	November 1 to April 14
Spring	April 15 to June 14

[2] 390 Returned winter behavioural mailback.

[3] Includes ski hill interviews.

Exhibit iii

DISPOSITION OF CONTACTS

	Total Contacts	By Season... Summer	Fall	Winter	Spring
(Actual)	(6,876) %	(2,784) %	(959) %	(2,022) %	(1,111) %
Refused Before Screening	6	5	5	5	9
Disqualified Vehicle Party[1]	15	11	17	19	19
Not Final Exit From Parks System[2]	24	28	21	22	21
Qualified, But Refused After Screening	1	1	2	1	1
Total Completions With Qualified Parks Entrants	53	54	55	54	49

(Source: Detailed Tables, Volume I, page 1-2)

[1] Includes parks residents, staff, emergency vehicles, taxis, sales calls, deliveries, etc.

[2] To qualify, the respondent had to be leaving the parks for the last time on the entire trip.

- **Coding, Editing, Data Tabulation**

Ruston/Tomany & Associates' data processing department edited all questionnaires for internal consistency, and prepared code lists for review and approval by Travel Alberta personnel. Code lists were expanded on a seasonal basis to reflect issues and concerns that emerged as the complexion of parks visitation changed over time. The coding manual utilized in the data handling stage is provided in Section B, Volume 3 of the Technical Appendix.

All data entry was verified. Prior to presentation of final estimates for each season, a review of existing information available to members of the Steering Committee about the number of visitors and their usage patterns within the Rocky Mountain National Park was undertaken. These reviews were conducted in conjunction with the Steering Committee, and any adjustments made to the original data file were approved by the Technical Committee. Expenditure information provided by parks visitors was allocated to categories and to Banff and Jasper National Parks according to pre-established rules. Details of the procedures used to review estimates and to assign expenditures are to be found in Section A, Chapters E and F of the Technical Appendix.

- **Survey Definitions**

Parks Entrant

A parks entrant is any person who entered the national parks other than those who live or work in the parks, or are in the parks for the purposes of commuting to or from work or school, on a sales or service call, or pick-up or delivery.

Parks Visitor

A parks visitor is an entrant who spent any time, money or did any sightseeing while within the four Rocky Mountain National Parks boundaries. Visitors to individual parks are defined to be those individuals who spent any time, money or did any sightseeing within the boundaries of the specific park[1]. Thus, the individual who entered Yoho National Park and Banff National Park, but spent time/money or did sightseeing only in Banff National Park is defined as follows:

- Visitor to the Rocky Mountain National Parks;
- Visitor to Banff National Park;
- Pass-through to Yoho National Park.

Parks Pass-Through

An entrant who did not spend any time or money and did not do any sightseeing while within the four Rocky Mountain National Parks' boundaries is a pass-through for the entire parks system. The individual who entered but did not spend any time/money or do any sightseeing in a specific park is defined as a pass-through for that specific park.

Travel Party

For visitors exiting the parks by private vehicle, travel party is defined as those persons travelling with them in the vehicle. For those visitors exiting via bus, train or motorcoach, the travel party includes those people whom the respondent considers to be travelling with him or her in the same travel party. This, however, does not include all people travelling together on a bus or train. In some cases, travel parties consist of members from more than one household.

---

[1] For overnight charters and all non-English respondents, "entrants" to a specific Park are also defined as "visitors" (see questionnaires for question wording).

Person Visitor/Entrant

A person entrant is one person who entered the Rocky Mountain National Parks system. A person visitor is one person who visited the Rocky Mountain National Parks system. If four people are travelling together, the particulars of this trip are applied to each member of the travel party. This results in a total of four person entrants or visitors, depending on the characteristics of the trip.

Party Visit/Entrant

An entrance to the Rocky Mountain National Parks by all members of the party constitutes one party entrant. Regardless of the number of people in the party, it is considered one party entrance or party visit, depending on the characteristics of the trip.

Person Night

A person night is one night on a trip spent by one person. If two people spend three nights each, this constitutes six person nights.

Party Night

This is one night spent on the trip by the party. If two people from a party spend three nights, this constitutes three party nights.

FINDINGS

Findings of the Visitor Use and Profile Survey are available in the following documents:

- **Reports**

  Volume I -- Executive Summary

  Volume II -- General Summary
  Volume, Value And Trip Characteristics

  Volume III -- General Summary
  Activities, Sites And Attitudinal Information

- **Detailed Tabulations**

  Volume I -- Administered Questionnaire Data (Sections A, B, C, D)

  Volume II -- Self-Completion Questionnaire Data (Sections A, B, C)

- **Technical Appendix**

  Section A: Methodology

  Section B: Data Collection, Survey Manual and Coding Materials (Volumes 1, 2, 3)

  Section C: Detailed Stint Information

- **Data Tape**

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Ruston/Tomany & Associates Ltd. wishes to acknowledge its gratitude to the many organizations and individuals who contributed technical expertise, background data, invaluable experience and moral support to the project team over the course of the National Parks Utilization Study, Stage I; Visitor Use and Profile Survey. It would be impossible to list everyone who contributed to this study, but special thanks are due to:

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- **Gerry Spratt**, Occupational Health and Safety Coordinator, Alberta Personnel Administration, whose insight and experience helped us carry out twelve months of 100% "accident free" roadside interviewing.

Among the other organizations and individuals who deserve special thanks:

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- **For the Jasper Chamber of Commerce:** Cindy Beland;
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APPENDICES

- Additional Summary Tables
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- Questionnaires

A. PARK LOCATIONS/SITES VISITED IN BANFF AND JASPER NATIONAL PARKS

1. Introduction To Volume III Findings

The analysis of findings from the National Parks Utilization Study, Stage I; Visitor Use and Profile Survey is divided into three separate volumes. Volumes I (Executive Summary) and II (General Summary -- Volume, Value And Trip Characteristics) of this report primarily cover topics included in the questionnaire administered to randomly selected individuals as they were exiting the four Rocky Mountain National Parks. As such, the estimates included in these volumes derive from the full sample of entrants included in the study.

This volume (Volume III) reports findings obtained from the self-completion attitudinal questionnaire given to visitors as they were exiting the parks. These data have been weighted and projected to the full population of visitors, but are based on the behaviour and attitudes of approximately one-half of this visitor population interviewed (not all visitors chose to complete and return the self-completion questionnaire).

While the findings included in Volume III provide important and interesting information about visitors, they almost exclusively focus on individuals who spent time, money or went sightseeing within Banff or Jasper National Park. This fact further reduces the base size available for analysis on most measures (see questionnaire appended).

The completion rate, the idiosyncracies of self-selection that operate with any self-completion methodology and the Banff/Jasper visitor focus require that the reader exercise prudence

when using these findings. As "softer" information, the results described in Volume III were not expected to, nor do they have the level of stability of results presented in Volumes I and II of this report.

For details of the weighting and projection procedures adopted for handling the self-completion questionnaires, the reader is referred to Section A of the Technical Appendix (under separate cover). Figures used in the discussion that follows can be found in Detailed Tabulations, Volume II (under separate cover).

[redacted]

Exhibit 1

Townsites, Lakes, Waterfalls And Springs Visited Among Person Visitors[1] To Banff Or Jasper National Parks...

	In	In...Season[2]			
	Total	Summer	Fall	Winter	Spring
Actual	(1,459)	(712)	(198)	(348)	(201)
Weighted/Projected, In Thousands	(3,877.9)	(1,543.4)	(333.1)	(1,405.3)	(596.1)
	%	%	%	%	%
Townsites (Any)	89	93	94	86	81
Banff	66	65	82	65	62
Jasper	34	48	31	21	32
Lake Louise	33	51	32	18	21
Lakes In Banff (Any)	43	59	53	20	47
Lake Louise	29	48	41	10	18
Moraine Lake	11	23	13	1	4
Bow Lake	14	21	13	2	26
Peyto Lake	7	14	6	*	3
Lake Minnewanka	10	12	14	5	12
Vermilion Lakes	5	8	4	3	3
Lakes In Jasper (Any)	22	32	19	10	23
Maligne Lake	11	19	14	4	8
Medicine Lake	6	10	7	2	4
Lake Edith And Annette Or Lac Beauvert	7	13	4	1	6
Jasper Or Talbot Lakes	6	7	4	2	12
Falls/Spring In Banff (Any)	36	42	41	25	41
Bow Falls	20	22	28	12	32
Upper Hot Springs Pool	15	18	9	14	13
Cave And Basin Hot Springs And Centennial Centre	13	19	14	8	8
Falls/Springs In Jasper (Any)	18	35	21	3	11
Athabasca Falls	14	26	20	2	10
Sunwapta Falls	7	11	11	*	8
Miette Hot Springs	4	8	2	*	2

(Source: Detailed Tables, Volume II, pages 28-19/27)

[1] Spent time, money or went sightseeing in Banff or Jasper National Park and returned attitudinal self-completion questionnaire.
[2] See Foreword for definition of seasons.

*Less than 0.5%.

2. Townsites, Lakes, Waterfalls And Springs Visited

Visitors to Banff and Jasper National Parks were asked to indicate which sites and locations they included on their trip in the Rockies. The locations listed in the self-completion questionnaire have been grouped into categories for presentation and analysis purposes, beginning with townsites, lakes, waterfalls and springs. The reader is reminded that estimates provided herein should be interpreted with caution because of the self-completion nature of the data collection process[1].

- Townsites

As is evident from the facing table, the townsites within the Banff/Jasper park boundaries attract almost all visitors (89%), with Banff hosting twice as many visitors (66%) as Jasper (34%) or Lake Louise (33%). In numerical terms, these data suggest that the Banff townsite hosts approximately 2.6 million visitors over the year, while the Jasper and Lake Louise townsites receive approximately 1.3 million visitors each.

---

[1] See Detailed Tables for complete list of sites, locations and attractions, and for findings for sub-groups including parks visited and origin.

It should be noted that not all visitors who returned the self-completion questionnaires responded to this question. In addition, the tourist's ability to recall the name of attractions he or she may have visited at some point after the visit introduces a further element of error into the estimates of visitors to specific attractions within the parks. Finally, an element of self-selection occurs in any self-completion data collection methodology. While the projection plan takes this into account to a limited degree, the impact of self-selection on individual responses cannot be accurately estimated (See Technical Appendix, Section A for a description of the weighting and projection plan).

It is worth noting that cross-over between the main townsites in the two parks is far from universal:

- Visitors to Banff National Park are comparatively unlikely to visit the townsite of Jasper -- about 2-in-10 do so (22%); whereas

- Almost 1-in-2 (47%) of those who visit Jasper National Park also spend time within the Banff townsite and more than 1-in-3 (38%) visit the townsite of Lake Louise while in the parks system.

The three townsites within the Alberta parks hold special appeal to various sub-groups within the visitor population as a whole. Some of these are detailed below.

- All three townsites are especially attractive to foreign tourists. While fewer than 2-in-3 Banff/Jasper Canadian visitors say that they spend time in the Banff townsite, 3-in-4 American tourists, and 9-in-10 overseas tourists claim to do so. A similar trend is evident for both Lake Louise (22% of Canadians; 73% of Americans; 78% of overseas visitors), and Jasper townsites (28% of Canadians; 54% of Americans; 64% of overseas visitors)[1].

- When viewed from a different perspective, country of origin data suggest that:

  - Three-quarters of all Banff townsite visitors are

---

[1] Sixteen percent of all Alberta park visitors are from the United States and five percent are from overseas. See Detailed Tabulations for figures on variations with sub-groups.

Canadians, one-fifth are Americans, and more than one-twentieth are from overseas;

- The Jasper townsite visitor mix is less dominated by Canadians (66%) than is Banff townsite's. In the northern park, one-quarter of all visitors to the townsite are Americans, and almost one-tenth are from overseas;

- Of the three townsites, Lake Louise attracts the highest proportion of Americans and visitors from overseas. More than one-third of this location's visitors live in the United States (37%), and more than one-tenth live outside North America (11%).

- Because such a high proportion of visitors to each park visit the two "namesake" townsites, the demographic profiles of townsite visitors closely resemble those of all Banff National Park and Jasper National Park visitors, respectively.

- Roofed accommodation is concentrated in these townsites. Consequently, there is a greater tendency for visitors to the urbanized portions of the parks to be overnight visitors and to utilize roofed accommodation than is the case among the visitor population as a whole.

Visitation to any townsite (net) within Banff or Jasper National Park is comparatively unaffected by season, although the propensity to spend time in one of the parks' urbanized zones is somewhat more pronounced in the summer and fall than it is in the winter and spring. On an individual townsite basis, it would appear that:

- Banff is least influenced by time of year although it experiences a modest increase in utilization in the fall (82%) relative to other seasons;

- Jasper and Lake Louise reach their peaks in summer, and experience rather precipitous declines in visitation during the long winter months.

- Lakes

As tourist attractions, lakes are considerably less popular among Alberta parks visitors than are the townsites. A visit to a lake within the Banff National Park boundaries is characteristic of just over 4-in-10 Alberta park visitors. Of these, most visit Lake Louise (29%), although at least 1-in-10 Alberta park visitors also take in Moraine Lake (11%) -- the inspiration for the Canadian $20 bill, Bow Lake (14%), and Lake Minnewanka (10%). Lakes in Jasper National Park are also visited by Alberta park patrons (22%), with Maligne Lake (11%) being the most popular.

It should be noted that among Banff National Park visitors, approximately 1-in-2 (52%) visit a lake within this park's borders, with Lake Louise being the "lake of choice" (35% of Banff National Park visitors). Interestingly, Jasper National Park visitors[1] too are quite likely to include Lake Louise on their itinerary (37%).

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[1] Many Jasper National Park visitors also visit Banff National Park.

To an even greater extent than the townsites, lakes within the two Alberta parks lure American and overseas tourists. For example, more than 4-in-10 of all visitors to Bow Lake, Lake Louise, and Maligne Lake are Americans, whereas Americans constitute fewer than 2-in-10 visitors to these parks[1]. Similarly, at least one-half of all visitors to Moraine, Vermilion and Peyto Lakes live in the United States. At least one-tenth of the tourists on the shores of all these lakes, other than Vermilion, live outside North America, but they represent less than one-twentieth of the visitor population within the two parks.

Consistent with country of origin data, the most frequently visited lakes within the two parks attract a disproportionately high number of overnight visitors. While overnight guests constitute more than one-half of the total visitor population, they represent almost three-quarters of Bow Lake visitors, and even more Lake Louise visitors (82%). Fewer than 1-in-10 of the visitors at lakes such as Peyto, Vermilion and Maligne are in the park system for a single day.

With some exceptions, most key lakes within the Alberta parks hold considerably more interest for the summer visitor than they do for those tourists in the parks during the cooler seasons. The exceptions include:

- Lake Louise and Maligne Lake, which sustain visitor interest through both the summer and fall;

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[1] Visitors to Banff and/or Jasper National Parks. Sixteen percent of all Alberta park visitors are from the United States and five percent are from overseas.

- Lake Minnewanka, which supports even levels of visitation through the summer and shoulder seasons; and

- Bow Lake, which is most commonly frequented in summer and spring.

- **Waterfalls And Springs**

More than 3-in-10 Alberta parks visitors spend time at a waterfall or spring within Banff National Park during their stay in the parks. Within this park, the most popular attractions include Bow Falls (20%), Upper Hot Springs Pool (15%), and the Cave and Basin Hot Springs (13%). Jasper National Park's most highly utilized springs or waterfalls include Athabasca Falls (14%) and Sunwapta Falls (7%).

Within each park's visitor population, just over 4-in-10 individuals include a waterfall or spring on their itinerary through the specific park. As was evident for lakes within the two parks, some waterfalls hold particular attraction for the foreign visitor. For example, among Alberta park visitors who go to Athabasca Falls, about one-half are Americans and almost one-fifth are from overseas[1]. Hot springs, on the other hand, are not as likely to attract disproportionate numbers of foreign tourists.

No clear pattern is evident when seasonal variation is examined across the various hot springs and waterfalls. Some, like Bow Falls, experience robust shoulder seasons, but decline somewhat in the summer and, especially, winter. Others, such as Athabasca, support a relatively high proportion of visitors in the summer and fall, but attract considerably fewer winter and spring visitors.

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[1] Sixteen percent of all Alberta park visitors are from the United States and five percent are from overseas.

Exhibit 2

Glaciers And Other Natural Attractions Visited Among Person Visitors[1] To Banff Or Jasper National Parks...

	In Total	In...Season[2]			
		Summer	Fall	Winter	Spring
Actual	(1,459)	(712)	(198)	(348)	(201)
Weighted/Projected, In Thousands	(3,877.9)	(1,543.4)	(333.1)	(1,405.3)	(596.1)
	%	%	%	%	%
Glaciers/Icefields (Any)	20	37	25	1	15
Columbia Icefield	16	31	18	1	13
Athabasca Glacier	12	22	12	1	8
Crowfoot Glacier	4	9	6	*	3
Other Natural Attractions In Banff (Any)	21	33	20	9	18
Castle Mountain	8	13	12	5	3
Hoodoos	9	15	5	5	5
Saskatchewan River Crossing	6	13	7	*	5
Cascade Garden	6	10	3	3	2
Johnston Canyon	6	8	4	3	9
Other Natural Attractions In Jasper (Any)	17	26	19	5	18
Maligne Canyon/Valley	13	19	11	5	17
Mount Edith Cavell	5	11	6	*	2
Goat Lookout	4	8	4	*	*

(Source: Detailed Tables, Volume II, pages 28-19/27)

[1] Spent time, money or went sightseeing in Banff or Jasper National Park and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

*Less than 0.5%.

3. Glaciers And Other Natural Attractions Visited

Glaciers or icefields and other specific natural phenomena within Banff or Jasper National Parks constitute tourist attractions among approximately 2-in-10 visitors to these two parks. The most popular of these attractions include the Columbia Icefield (16%), Athabasca Glacier (12%), Maligne Canyon (13%), and the Hoodoos (9%).

The findings suggest that American and overseas tourists to Banff or Jasper National Parks are more avid icefield and glacier visitors than are those from Canada. For example, more than 6-in-10 of all visitors to the Athabasca Glacier live in the United States, and almost 2-in-10 live overseas[1]. Most visitors at the Crowfoot Glacier (74%), Mount Edith Cavell (62%) and Goat Lookout (57%) are also Americans.

Parallel to most other natural features in these two parks, the glaciers, icefields, canyons and mountains singled out in the questionnaire are most likely to attract overnight visitors to the park system. Potentially as a result of tour itineraries, certain attractions within the parks also seem to have special appeal among older tourists (55 years or more). It may be helpful to park planners to note that a number of natural features attract at least one-third of their visitors from the 55+ market[2]. These are listed on the following page.

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[1] Sixteen percent of all Alberta park visitors are from the United States and five percent are from overseas.

[2] This portion of the market constitutes about one-fifth of all visitors to Banff and Jasper National Parks. For the sake of convenience, lakes, falls and springs are included in this listing. The reader should note that some of the sites listed above attract relatively small numbers of visitors of any age. See Detailed Tables, Volume II, pages 28-37/45 for figures.

Natural Features That Attract Older Visitors (55+)

Lakes

- Bow Lake
- Hector Lake
- Moraine Lake
- Peyto Lake
- Maligne Lake
- Jasper Lake

Falls/Springs

- Bow Falls
- Upper Hot Springs Pool
- Athabasca Falls

Glaciers/Icefields

- Athabasca Glacier
- Columbia Icefield
- Stutfield Glacier
- Crowfoot Glacier

Other Natural Attractions

- Goat Lookout
- Mount Edith Cavell
- Saskatchewan River Crossing

For the most part, glaciers, icefields and other natural attractions covered in this section are "summer sites". Each experiences its peak visitation during the twelve week summer season, hosts a respectable but declining level of visitation during the two shoulder seasons, and reaches its annual low during the five month winter in the parks.

Exhibit 3

Museums, Historical Sites, Gondola Lifts And Ski Resorts Visited Among Person Visitors[1] To Banff Or Jasper National Parks...

	In Total	In...Season[2]			
		Summer	Fall	Winter	Spring
Actual	(1,459)	(712)	(198)	(348)	(201)
Weighted/Projected, In Thousands	(3,877.9)	(1,543.4)	(333.1)	(1,405.3)	(596.1)
	%	%	%	%	%
Museums/Centres In Banff (Any)	16	20	10	9	23
Banff National Park Museum	9	13	6	5	5
Luxton Museum	4	4	1	1	17
Banff Centre For Fine Arts	3	4	1	3	2
Whyte Museum Of The Canadian Rockies	3	5	1	1	*
Museums/Centres In Jasper (Any)	7	16	8	*	2
Columbia Icefield Centre	7	15	7	*	2
Historical Sites In Banff/Jasper (Any)	27	34	40	14	34
Banff Springs Hotel	23	27	33	14	31
Buffalo Paddock In Banff	7	14	4	2	3
Gondola Lifts In Banff (Any)	21	28	12	13	30
Sulphur Mountain	13	17	10	2	28
Sunshine Village	6	6	1	10	2
Lake Louise	4	6	4	2	1
Jasper Tramway On Whistlers Mountain	7	11	7	2	11
Ski Resorts In Banff (Any)	17	11	10	31	5
Sunshine Village	7	4	1	14	2
Lake Louise	9	7	8	15	3
Mount Norquay	3	1	2	8	*
Marmot Basin Ski Resort In Jasper	3	*	1	6	2

(Source: Detailed Tables, Volume II, pages 28-24/27)

[1] Spent time, money or went sightseeing in Banff or Jasper National Park and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

*Less than 0.5%.

4. Museums, Historical Sites, Gondola Lifts And Ski Resorts Visited

Approximately 1-in-6 visitors to the two Alberta parks claim to have visited a museum (16%) or a ski resort (17%) in Banff National Park. Historical sites in Banff (27%), and particularly the Banff Springs Hotel (23%), along with the gondola lifts in this park (21%) attract even more visitors over the year. In contrast, Jasper's museums, historical sites, its gondola on Whistler's Mountain and the Marmot Basin ski resort are considerably less likely to appear on a visitor's itinerary.

- **Museums**

No single museum or centre within Banff National Park attracts even 1-in-10 Alberta park visitors over the year. Of the cultural attractions in this park, the Banff National Park Museum is most successful (9%) in this regard, followed by the native peoples' artifacts at the Luxton Museum (4%).

Even though they are indoor facilities, museums seem almost as influenced by seasonal changes as are outdoor attractions. For example, the level of visitation to the Banff National Park Museum is twice as high among summer visitors (13%) as it is during any other season. The same situation obtains for the Columbia Icefield Centre -- summer visitors arrive at twice the rate as do fall visitors.

Although the number of visitors to any one museum is not large, there are directional indications to suggest that different museums appeal to different "origin groups". While the

Natural History Museum and the Whyte Museum of the Canadian Rockies in Banff seem to host disproportionately high numbers of American and overseas visitors, the Walter J. Phillips Art Gallery's exhibits appear to be viewed exclusively by Canadian and American visitors[1].

Americans may constitute an even more important market for the Columbia Icefield Centre than they do for museums in Banff. Of all the individuals who pass through the Icefield Centre over the year, almost 2-in-3 live in the United States[1].

- Historical Sites

The Banff Springs Hotel is clearly the pre-eminent historical site within the Alberta parks. Almost 1-in-4 visitors to these two parks state that they visited this hotel. The popularity of this site to significant minorities of Banff and Jasper visitors may derive from the fact that many Banff/ Jasper National Park tour packages house their guests at the Banff Springs Hotel for the Banff portion of their stay. In fact, more than 1-in-2 charter visitors to the parks claim to have been to this hotel (54%), compared to 1-in-5 visitors who came to the parks in a private vehicle (21%).

The hotel experiences its only seasonal decline in popularity during the winter. There are, in fact, directional indications that the Banff Springs Hotel attracts shoulder season visitors at a slightly higher rate than it attracts summer Alberta parks visitors.

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[1] Sixteen percent of all Alberta park visitors are from the United States and five percent are from overseas.

Apart from the Banff Springs Hotel, the only other historical site in the two Alberta parks to generate visitation by at least 1-in-20 visitors over the year is the Buffalo Paddock in Banff (7%). This site, on the outskirts of the Banff townsite, is especially popular among overseas visitors -- one out of every ten of its annual visitors come from countries outside North America. It is also largely a "summer site", experiencing it highest level of visitation in June, July and August.

- **Gondola Lifts**

Of the Banff gondola lifts, Sulphur Mountain is the most widely used, supporting visitation from more than 1-in-8 visitors to the Alberta parks over a year. A ride up Sulphur Mountain is especially popular among visitors from overseas (11%) and from the United States (32%). Both of these groups are over-represented given their respective levels of visitation to the parks. The findings also suggest that this scenic ride attains more than one-half of its utilization during the summer months (53%), and a further one-third in the spring (35%).

Jasper's Tramway on The Whistlers Mountain is also most widely utilized in the summer and spring seasons. Fewer than 1-in-10 Alberta parks visitors claim to take this ride while in the parks, of which more than one-half line up for tickets in the summer months, and about one-quarter await their turn in the spring.

Although they do not attract as many visitors as do Sulphur or Whistlers Mountain gondolas, those at Lake Louise and Mount Norquay would seem to be especially popular among older visitors (55+). Older visitors are also more likely to be

found on the Sulphur Mountain gondola than would be expected given their representation within the visitor population. It is possible that the popularity of this type of attraction among older visitors derives from the provision of panoramic views with minimal physical exertion.

- **Ski Resorts**

While tourists visit ski resorts in Banff National Park throughout the year, it is not surprising that the peak period for these attractions is the winter. During this season, Sunshine Village and Lake Louise each host about 1-in-[illegible] winter visitors, and Mount Norquay supports about one-half this level of visitation (8%). The reader is referred to the profile of the "typical skier" for more information about these winter visitors.

It is worth noting that, of the three ski resorts in Banff National Park, Mount Norquay is most apt to support Canadian tourists -- more than 9-in-10 of all visitors to this resort live in Canada. Marmot Basin in Jasper National Park also caters almost exclusively to the Canadian visitor (97%). In contrast, approximately three-quarters of Lake Louise and Sunshine ski resort visitors are Canadian.

Of the individuals who claim to have done any skiing within Banff or Jasper National Parks, approximately 4-in-10 indicate that they visited the Lake Louise ski resort. A similar proportion makes this claim with respect to Sunshine Village, and considerably fewer suggest that Mount Norquay (10%) or Marmot Basin (12%) were stops on their trip through the parks.

Exhibit 4

Activities Engaged In Among Person Visitors[1] To Banff Or Jasper National Parks...

	In Total	In...Season[2] Summer	Fall	Winter	Spring
Actual	(1,459)	(712)	(198)	(348)	(201)
Weighted/Projected, In Thousands	(3,877.9)	(1,543.4)	(333.1)	(1,405.3)	(596.1)
	%	%	%	%	%
Any Sightseeing/ Tour Within Banff/ Jasper National Parks	79	89	92	67	76
Sightseeing By Car	74	82	87	65	69
Sightseeing By Bus	7	12	6	2	7
Boat Tours	3	7	2	*	*
Columbia Icefield Snocoach	6	14	4	*	2
Viewing Wildlife	55	74	53	38	46
Resting/Relaxing	48	50	47	47	47
Shopping	50	62	58	40	38
Photography	46	64	57	30	32
Visiting Museums/ Historical Displays/ Sites	26	37	23	14	28
Visiting Visitor Information Centres	24	38	28	11	14
Any Hiking/Climbing/ Jogging	21	29	21	13	14
Hiking/Backpacking	15	20	18	11	9
Mountain/Ice Climbing	8	15	6	2	5
Jogging/Running	4	5	1	4	2
Picnicking	21	31	22	11	15
Birdwatching	13	19	16	7	9
Any Water Sports	22	29	4	17	28
Swimming	16	22	3	15	8
Boating/Canoeing/ Kayaking/Sailing	5	6	1	*	18
Any Skiing	14	*	1	35	3
Downhill	11	*	1	29	3
Cross Country	2	*	-	5	*
Attending Park Interpretive Programs	7	13	3	4	2

(Source: Detailed Tables, Volume II, pages 26-13/18)

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[1] Spent time, money or went sightseeing in Banff or Jasper National Park and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

*Less than 0.5%.

B. ACTIVITIES WITHIN BANFF AND JASPER NATIONAL PARKS

5. Activities Engaged In By Visitors

Visitors to Banff and Jasper National Parks were provided with an extensive list of possible activities, and were asked to indicate which of these they had participated in while within the boundaries of these Alberta parks. For analysis purposes, these activities are described in terms of incidence of participation within the visitor population, in total and by season (facing table). In subsequent sections of this chapter, profile information is supplied for the following visitor groups:

- the "typical skier";
- the "typical hiker/climber";
- the "typical visitor information centre user"; and
- the "typical shopper".

Given the setting, sightseeing is almost unavoidable in the Rocky Mountain National Parks. It therefore comes as no surprise that this activity is widespread among visitors to Banff and Jasper National Parks (79%). The vast majority of sightseeing is undertaken by car, although more than 1-in-20 visitors claim to view the sights from a bus (7%), and/or on the Columbia Icefield Snocoach (6%).

About one-half of all visitors to the Alberta parks over the year indicate that they spent time viewing wildlife (55%), resting or relaxing (48%), shopping (50%) and/or taking photographs (46%). A visit to museums or historical sites and displays is characteristic of 1-in-4 visitors over the year, and a similar proportion claim to have gone to a Park Information Centre. Participation in an interpretive or educational program (7%) is considerably more circumscribed than is a visit to a Park Information Centre (24%).

Birdwatching is considerably less popular among parks visitors than is viewing wildlife. Nonetheless, more than 1-in-10 visitors regard the Alberta parks as a natural aviary (13%).

More physically demanding activities such as hiking or backpacking, mountain climbing, ice climbing, jogging, or running are engaged in by about one-fifth of the parks' visitors -- the same proportion that claim to picnic (21%), or participate in water sports[1] within Banff or Jasper National Parks. Of the various water sports, swimming is by far the most popular (16%).

Other traditional "fair weather" sports, such as tennis, golf and bicycling are also comparatively rare within the parks. Over the year, about 1-in-33 visitors go bicycling, 1-in-50 play golf, and 1-in-100 play tennis. Horseback riding enjoys the same level of popularity as does golf, whereas riding in a horse-drawn carriage or sleigh is unlikely to constitute part of the park experience for even 1-in-100 visitors over the year.

Downhill skiers account for more than 1-in-10 visitors over the year, while cross country skiing seems to attract considerably fewer participants (2%). Other "winter activities" also entice relatively few park visitors. On an annual basis, no more than 1-in-100 visitors ice skate, snowshoe, or dog sled in Banff or Jasper National Parks.

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[1] Including fishing, swimming, scuba diving, boating, river rafting, and sailboarding.

The influence of climate on activities is both predictable and rather dramatic. In almost all main activity areas, participation is at its highest level among summer and/or fall visitors and at its lowest level during the winter months. Even indoor activities such as visiting museums or historical displays and park information centres experience a relatively precipitous decline in popularity after Labour Day. The single activity that appears impervious to seasonal fluctuation is, in fact, a "non-activity"! Approximately one-half of Banff/Jasper visitors in each season claim to "rest and relax" while in these parks.

Obviously winter sports, including downhill (29%) and cross country skiing (5%) enjoy their highest level of participation during the winter months.

6.a) A Profile Of The "Typical Skier"

The survey was not designed to provide an accurate estimate of participants in any particular activity. At the same time, the importance of the skier population to Banff and Jasper National Parks was recognized. Special efforts were made to capture the views and behaviour of this population, to the extent possible with a roadside interview in the winter months[1]. Salient characteristics of the Banff/Jasper National Parks skier are described below:

- Not surprisingly, the "winter visitor" and the "typical skier" have a great deal in common! He is relatively young -- he probably has not yet celebrated his 45th birthday[2]. He is also affluent and works as a professional, manager or executive.
- He drives to the parks in a party of just over two people, but is quite unlikely to bring children along with him.
- It will be relatively difficult for him to encounter women on the slopes since three out of every four skiers he meets will be men.

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[1] According to the survey estimates, more than 500,000 person visitors describe themselves as "skiers". Of these, approximately 160,000 are same-day visitors. The remaining 360,000 "overnight skiers" spend an average of 2.5 nights within the parks. When the same-day and overnight estimates are combined, they suggest that in the 1987/1988 winter season, approximately one million "skier days" were spent within the parks.

[2] The masculine gender is used throughout this discussion because a majority of skiers are male.

- Finding men or women from countries outside Canada will also prove quite problematic for the "typical skier". Even meeting Canadians from provinces other than Alberta will be difficult, since almost all skiers live in this province.

- When he arrives in Jasper, or more commonly Banff, he is more likely than the average visitor to have been in one of these parks before ("repeat visitor").

- His ski trip will keep him away from home for almost two nights (1.7) -- slightly longer than the average visitor (1.4 nights).

- Along with all other skiers, he contributes about one in every five dollars of annual revenue to Banff and Jasper National Parks, or about $86 million. Perhaps because he is out on the slopes all day, his retail expenses are lower but his lift tickets and other recreational expenses account for a higher proportion of his total expenses than is the case for the "typical visitor" to these parks.

- More often than is evident for the whole visitor population, the skier will have prepaid some of his trip expenses prior to entering Banff or Jasper National Park.

6.b) A Profile Of The "Typical Hiker/Climber"

Approximately three-quarters of a million Banff/Jasper National Parks visitors (793,000), or about 323,000 parties over the year claim to spend some time hiking, mountain or ice climbing, running or jogging within the boundaries of Banff or Jasper National Parks. These parties are distinguished from those who do not claim to engage in these types of activities in the following ways:

- The "typical hiker/climber" is generally an active person. He, or less commonly, she is more likely to engage in water sports, visit museums and historical sites, Park Information Centres or interpretive programs, and go shopping than is the visitor in general.

- The high level of activity evident for a "typical hiker/climber" may be a function of the fact that he is in Banff or Jasper National Park for the first time to a greater extent than is characteristic of the overall visitor population. His activities may also be suggestive of the life style he leads while in the parks -- he is considerably more likely to be a camper than is the "typical visitor".

- The "typical hiker/climber" is comparatively affluent, and is likely to be employed in an "up-scale" job (executive, manager, professional).

- Americans and overseas visitors are more apt to be found involved in these physically demanding activities than would be suspected given their representation in the visitor population as a whole. Nonetheless, two-thirds of the hikers and climbers in the parks over a year live in Canada.

- Not surprisingly, the "typical hiker/climber" is a summer park visitor. More than one-half of those who engage in these activities are in the Alberta parks during June, July or August. Winter gives rise to about one-quarter of visitors who hike, climb, jog, or run within the boundaries of Banff or Jasper National Parks.

6.c) A Profile Of The "Typical Information Centre User"

The vast majority of visitors in the park programs/ information centre sub-group utilize information centres (89%) rather than participate in interpretive park programs (26%). For convenience, this sub-group is referred to as the "typical information centre user".

- Perhaps because they are more likely to be first time visitors to the Alberta parks, the "typical information centre user" is especially likely to live in the United States or overseas.

- It is relatively uncommon for the "typical information centre user" to be in the park system for a single day. To a greater extent than is evident among the visitor population at large, information centre users are overnight guests in the Alberta parks.

- Utilization of information centres is particularly high during the summer. More than 6-in-10 individuals who claim to visit the centres or attend a park interpretive program are summer visitors.

- The centre user is also more likely to be employed in a professional, executive or managerial position than is the "typical visitor".

6.d) A Profile Of The "Typical Shopper"

Shoppers, because they constitute such a sizeable proportion of all Alberta parks visitors, exhibit fewer "unique" or distinguishing characteristics than do typical "skiers", "hikers/climbers" and the like.

In fact, on most demographic and trip characteristics, the "typical shopper" and the "typical visitor" are indistinguishable from one another. Specifically, the shopper bears a strong resemblance to the typical Banff/Jasper visitor in terms of:

- mode of entry to the park system;
- place of residence;
- household income and occupation;
- age; and
- party composition.

Areas in which the "typical shopper" diverges from the "typical visitor" to the two Alberta parks include the following:

- The "typical shopper" is as likely to be female as male whereas the visitor in general is most commonly male.

- Almost 1-in-2 shoppers are browsing or buying in the parks' retail establishments over the summer months (49%).

- As a group, shoppers represent about one-half of all Banff and Jasper National Parks visitors, but account for almost two-thirds of the total annual revenue that

accrues to these parks. Visitors who identify shopping as one of their activities in the parks spend close to $50 million on retail purchases over the year.

- In addition to browsing and purchasing merchandise within the Alberta parks, the shopper is also especially likely to engage in sightseeing, and to go to museums or historical sites, and Park Information Centres.

Exhibit 5

Incidence Of Taking A Bus Sightseeing Tour/Type Of Tour Taken Among Person Visitors[1] To Banff Or Jasper National Parks...

	In Total	In...Season[2]			
		Summer	Fall	Winter	Spring
Actual	(1,459)	(712)	(198)	(348)	(201)
Weighted/Projected, In Thousands	(3,877.9)	(1,543.4)	(333.1)	(1,405.3)	(596.1)
	%	%	%	%	%
Took A Sightseeing Bus Tour In Banff Or Jasper					
No	91	90	86	92	92
Not Stated	5	4	6	6	4
Yes	3	4	5	*	3
(Weighted/Projected In Thousands)	(104.1)	(64.3)	(18.0)	(1.6)	(20.3)
	%	%	%	%	%
Type Of Bus Tour Taken Among Those Taking Any Tour[3]					
Overnight	24	29	22	60	8
Sameday	76	72	77	100	86
Not Stated	1	-	1	-	6

(Source: Detailed Tables, Volume II, page 30-3)

[1] Spent time, money or went sightseeing in Banff or Jasper National Park and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

[3] Figures add to more than 100% because of dual mentions.

*Less than 0.5%.

[redacted]

7. Incidence Of Taking A Tour Within Banff Or Jasper National Park

Visitors to Banff and Jasper National Parks were asked to indicate whether they took a bus sightseeing tour of either of these parks[1]. If so, they were asked to specify whether it was an overnight or same-day tour.

Approximately 1-in-33 visitors to the two Alberta parks claim to have taken a bus sightseeing tour within these parks. Of those doing so, most took same-day tours (76% of tour users).

The likelihood of taking a bus sightseeing tour within the Alberta parks does not alter appreciably from season to season. The data do suggest, however, that such sightseeing tours cater to American and overseas visitors to Banff and Jasper National Parks.

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[1] This question is in addition to the "sightseeing by bus" category listed among possible "activities" (see Section 4). Information from the "activity" question suggests a higher incidence of "sightseeing by bus" (7%) than does this more specific question.

Exhibit 6

Items Of Equipment Brought On Trip To Parks Among Party Visits[1] To...

	Any Park	An Alberta Park	Banff	Jasper	A British Columbia Park
Actual	(1,503)	(1,459)	(1,155)	(866)	(378)
Weighted/Projected, In Thousands	(1,625.5)	(1,542.6)	(1,280.4)	(597.3)	(362.7)
	%	%	%	%	%
Still Camera	69	68	69	77	74
Binoculars/Telescope	28	28	27	37	35
Camping Equipment	21	21	21	25	25
Hiking Boots	15	15	15	16	15
Backpacking Gear	9	9	9	10	12
Tent	8	8	7	11	13
Skis	15	15	15	9	2
Downhill	13	13	14	6	1
Cross Country	3	3	2	4	2
Water Sports Equipment	8	8	7	12	11
Fishing Gear	6	6	5	10	11
Sailboard/Boat/Canoe/ Kayak	3	3	2	4	1
Field Guides	6	6	6	11	12
Golf Clubs	5	4	4	5	7
Bicycle	3	3	3	3	3
Movie/Video Camera	3	2	2	3	4
None	9	9	9	7	3
Not Stated	8	8	9	4	16

(Source: Detailed Tables, Volume II, pages 65-1/3)

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[1] Spent time, money or went sightseeing in specific park and returned attitudinal self-completion questionnaire.

C. EQUIPMENT BROUGHT ON TRIP

8.a) Equipment Brought By Visitors To The Rocky Mountain National Parks By Parks Visited

Regardless of their destination within the Rocky Mountain National Parks, visitors were asked to indicate which of 23 items of equipment they had with them on their trip to the parks. Responses to this question are discussed on a visitor party basis by parks visited, and by season (see next section).

Given the popularity of photography as an activity among Alberta parks visitors (see Section 4), it is not surprising that 7-in-10 Rocky Mountain National Parks tourist parties arrive in the parks with still cameras. Similarly, the fact that about 1-in-4 parties have binoculars or telescopes with them is in keeping with the interest in viewing wildlife and/or birdwatching in Banff or Jasper National Parks.

Camper parties tend to bring camping gear, including hiking boots, backpacking gear, and tents with them just as skiers show a marked propensity to bring their own skis into the parks:

- While one-fifth of all parties arrive in the Rocky Mountain National Parks with some camping equipment, almost two-thirds of campers do so (64%).
- About 1-in-7 parties bring skis into the parks (usually downhill skis). This constitutes more than 9-in-10 skier parties[1].

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[1] Skier party estimates are available only for Banff or Jasper National Park visits.

Any form of water sports equipment, including boats, fishing or snorkeling equipment, is brought into the park system by fewer than 1-in-10 parties visiting over the year. Field guides and/or golf clubs are each carried by about 1-in-20 visitor parties, and even fewer bring bicycles or movie/video cameras into the parks.

Noteworthy variations in the likelihood of bringing equipment into Banff, Jasper and the British Columbia parks include the following:

- Cameras, binoculars, tents, field guides and fishing gear are most likely to be found among the belongings of visitor parties to Jasper and the British Columbia parks. These types of equipment suggest an "outdoors" oriented visitor, and reinforce the finding that Jasper and the British Columbia parks attract campers to a greater extent than does Banff (see Volume II, Section 24.a).

- Downhill skis are particularly likely to be on roof racks of Banff visitor party vehicles. Since this park has more downhill skiing facilities and supports a larger skier clientele than does Jasper, it is not surprising that parties entering Banff display a stronger tendency to bring their skis along than do Jasper visitor parties.

Exhibit 7

	Items Of Equipment Brought On Trip To Parks Among Party Visits[1] To Any Park...				
	In Total	In...Season[2]			
		Summer	Fall	Winter	Spring
Actual	(1,503)	(733)	(210)	(355)	(205)
Weighted/Projected, In Thousands	(1,625.5)	(612.0)	(180.1)	(593.2)	(240.2)
	%	%	%	%	%
Still Camera	69	82	78	59	52
Binoculars/Telescope	28	39	27	19	22
Camping Equipment	21	30	20	15	11
Hiking Boots	15	19	12	14	8
Backpacking Gear	9	13	6	6	6
Tent	8	15	6	2	3
Skis	15	*	1	38	4
Downhill	13	*	-	33	4
Cross Country	3	-	1	7	1
Water Sports Equipment	8	16	9	*	6
Fishing Gear	6	13	7	*	6
Sailboard/Boat/Canoe/Kayak	3	5	2	-	3
Field Guides	6	11	6	1	6
Golf Clubs	5	6	9	1	5
Bicycle	3	5	1	2	1
Movie/Video Camera	3	4	3	1	3
None	9	5	10	10	14
Not Stated	8	5	8	5	23

(Source: Detailed Tables, Volume II, pages 65-8/11)

[1] Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

*Less than 0.5%.

8.b) Equipment Brought By Visitors To The Rocky Mountain National Parks By Season

Virtually every type of equipment a visitor party might bring along on a trip to the Rocky Mountain National Parks is more likely to be carried by summer visitor parties than by those in any other season, with one exception. Skis are almost exclusively to be found among the luggage of winter visitor parties.

Interestingly, even photographic equipment is more commonplace among summer visitors than is the case in other seasons. This finding is likely explained by the fact that the summer visitor party is seeing the Canadian Rockies for the first time (two-thirds of all "first time" visitor parties are concentrated in June, July and August).

Exhibit 8

	Average Ratings[1] Of Satisfaction With Banff And Jasper For Specific Characteristics Among Person Visitors[2] To...In Total	
	Banff National Park	Jasper National Park
Actual	(1,155)	(866)
Weighted/Projected In Thousands	(3,144.5)	(1,621.5)
	#	#
Wilderness Protection And Nature Conservation	6.1	6.4
Friendliness, Courtesy And Hospitality Of People Working There	6.1	6.1
Comfort And Cleanliness Of Accommodation	5.9	5.9*
Quality Of Service	5.8	5.8
Quality Of Camping	5.8*	6.0*
Shopping Opportunities	5.6	5.2
Availability Of Suitable Accommodation	5.6	5.6
Choice Of Restaurants/ Food Beverage Services	5.6	5.4
Quality Of Food/Beverage Services	5.5	5.4
Public Washroom Facilities	5.1	5.3
Nightlife, Theatre And Entertainment	5.0*	4.2*
Overall Cost	4.7	4.9

(Source: Detailed Tables, Volume II, pages 36-1, 40-1)

[1] Average Ratings are based on assigned values of 7 equal to "Very Satisfied" to 1 equal to "Very Dissatisfied". Ratings are calculated on those who provided a rating only.

[2] Spent time, money or went sightseeing in specific park and returned attitudinal self-completion questionnaire.

*Characteristic rated by less than 50% of potential evaluators.

D. IMPRESSIONS OF BANFF AND JASPER NATIONAL PARKS

9.a) Average Ratings Of Banff And Jasper National Parks For Specific Characteristics

Tourists who spent time, money or went sightseeing in each Alberta park were asked to rate their level of satisfaction with these parks on twelve characteristics. Separate ratings were obtained for Banff and Jasper National Parks, using a seven point numeric scale ranging from "very satisfied" (7) to "very dissatisfied" (1). Raters were provided with a "not applicable" option if they felt they could not rate the park on a specific characteristic. The averages shown on the table opposite (and in the following sections) are based only on individuals who provided a rating for each characteristic[1].

Since more than 8-in-10 visitors to the Alberta portion of the Rocky Mountain National Parks claim that their visit to the parks was "excellent" or "very good" overall[2], it is not surprising that they tend to be quite positive in their evaluations of individual characteristics within Banff and Jasper National Parks.

With perhaps one exception, the two Alberta parks are rated in a very consistent manner by their respective visitors. Both parks are accorded their most favourable ratings for wilderness protection and nature conservation and for the courteous and welcoming staff visitors encounter during their stay in Banff or Jasper. Those who rate the comfort and cleanliness of accommodation are also generally positive in

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[1] Note that asterisked items on tables are rated by fewer than 1-in-2 possible evaluators. See distribution of bases for each characteristic in the detailed tables.

[2] See Volume II, Section 36.a).

their impressions of both parks. The same can be said of the quality of service received and, among the minority who offer an opinion, of the quality of camping[1]. Visitors to Banff National Park seem to be slightly more satisfied with the shopping opportunities in this park than are their counterparts in Jasper.

When judging the availability of suitable accommodation and the choice and quality of food and beverage services, park users are somewhat less enthusiastic, but are not particularly critical of the choices made available by the hospitality industry in the two parks.

As some tourists note when asked to describe improvements to the parks (see Volume II, Section 37.c), public washrooms within both parks could be bettered, and the overall cost of the park experience could be reduced.

Nightlife and entertainment ratings must be approached with caution, since no more than 1-in-4 visitors in each park offer an opinion about these services. Based on this minority, it would seem that there is room for improvement in the evening entertainment available for visitors in both Banff and Jasper National Parks.

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[1] This characteristic is rated by 20% of Banff visitors and by 25% of Jasper visitors.

Exhibit 9

Average Ratings[1] Of Satisfaction With Banff National Park For Specific Characteristics Among Person Visitors[2] To Banff National Park...

	In Total	In...Season[3] Summer	Fall	Winter	Spring
Actual	(1,555)	(560)	(172)	(264)	(159)
Weighted/Projected, In Thousands	(3,144.5)	(1,214.5)	(307.4)	(1,167.5)	(455.2)
	#	#	#	#	#
Wilderness Protection And Nature Conservation	6.1	6.3	6.2	6.0	5.8
Friendliness, Courtesy And Hospitality Of People Working There	6.1	6.4	6.1	5.9	5.7
Comfort And Cleanliness Of Accommodation	5.9	5.7	5.8	6.1	6.0
Quality Of Service	5.8	6.1	5.5	5.7	5.3
Quality Of Camping*	5.8	5.9	5.9	5.4	5.5
Shopping Opportunities	5.6	5.8	5.4	5.6	5.4
Availability Of Suitable Accommodation	5.6	5.0	5.4	6.2	5.8
Choice Of Restaurants/ Food Beverage Services	5.6	5.5	5.6	5.8	5.1
Quality Of Food/Beverage Services	5.5	5.4	5.4	5.7	5.2
Public Washroom Facilities	5.1	5.3	4.7	5.1	4.5
Nightlife, Theatre And Entertainment*	5.0	5.2	5.0	4.9	5.0
Overall Cost	4.7	4.7	4.9	4.7	4.5

(Source: Detailed Tables, Volume II, page 38-3)

[1] Average Ratings are based on assigned values of 7 equal to "Very Satisfied" to 1 equal to "Very Dissatisfied". Ratings are calculated on those who provided a rating only.

[2] Spent time, money or went sightseeing in Banff National Park and returned attitudinal self-completion questionnaire.

[3] See Foreword for definition of seasons.

*Characteristic rated by less than 50% of potential evaluators.

9.b) Average Ratings Of Banff National Park For Specific Characteristics By Season

For most characteristics assessed, Banff summer visitors are slightly more positive in their evaluations than are winter visitors[1]. The exceptions to this general rule include the following:

- Winter visitors are more apt to express satisfaction with the availability of suitable accommodation (6.2) than are their summer counterparts (5.0);

- Winter and spring visitors are least impressed with the atmosphere created by the people working in the parks; and

- Shoulder season visitors are more critical of public washroom facilities than are peak season visitors.

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[1] Comparatively small base sizes in the shoulder seasons preclude detailed comment on variations. It should also be noted that the base sizes of actual raters vary dramatically from characteristic to characteristic, rendering "apparent" differences insignificant from a statistical perspective. Please refer to the detailed tables for the proportion of visitors rating each characteristic.

Exhibit 10

Average Ratings[1] Of Satisfaction With Jasper National Park For Specific Characteristics Among Person Visitors[2] To Jasper National Park...

	In	In...Season[3]			
	Total	Summer	Fall	Winter	Spring
Actual	(866)	(522)	(126)	(106)	(112)
Weighted/Projected, In Thousands	(1,621.5)	(913.2)	(116.5)	(337.8)	(254.0)
	#	#	#	#	#
Wilderness Protection And Nature Conservation	6.4	6.5	6.2	6.0	6.6
Friendliness, Courtesy And Hospitality Of People Working There	6.1	6.3	6.1	5.7	6.1
Comfort And Cleanliness Of Accommodation*	5.9	5.9	6.2	5.7	5.9
Quality Of Service	5.8	6.0	5.7	5.3	5.7
Quality Of Camping*	6.0	6.0	6.1	6.7	6.0
Shopping Opportunities	5.2	5.3	5.2	4.9	4.9
Availability Of Suitable Accommodation	5.6	5.4	5.9	5.9	5.8
Choice Of Restaurants/ Food Beverage Services	5.4	5.4	5.3	5.2	5.9
Quality Of Food/Beverage Services	5.4	5.4	5.5	5.2	6.0
Public Washroom Facilities	5.3	5.2	4.8	5.5	6.0
Nightlife, Theatre And Entertainment*	4.2	5.1	3.9	3.0	3.3
Overall Cost	4.9	4.9	5.1	5.2	4.7

(Source: Detailed Tables, Volume II, page 42-3)

[1] Average Ratings are based on assigned values of 7 equal to "Very Satisfied" to 1 equal to "Very Dissatisfied". Ratings are calculated on those who provided a rating only.

[2] Spent time, money or went sightseeing in Jasper National Park and returned attitudinal self-completion questionnaire.

[3] See Foreword for definition of seasons.

*Characteristic rated by less than 50% of potential evaluators.

9.c) Average Ratings Of Jasper National Park For Specific Characteristics By Season

Seasonal variations among ratings for various characteristics by Jasper National Park visitors must be approached with caution because of the relatively small number of evaluators in each season[1]. As in Banff, however, Jasper data do suggest that of the peak season visitors, the summer visitor is the more satisfied on almost all characteristics measured.

Again paralleling findings for Banff National Park, there are some exceptions to this general pattern. Specifically, it would seem that the winter guest is more satisfied with the availability of suitable accommodation than is the summer visitor.

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[1] Comparatively small base sizes in all but the summer season preclude detailed comment on variations. It should also be noted that the base sizes of actual raters vary dramatically from characteristic to characteristic, rendering "apparent" differences insignificant from a statistical perspective. Please refer to the detailed tables for the proportion of visitors rating each characteristic.

Exhibit 11

	Volunteered Likes About Time Spent In Alberta Parks Among Person Visitors[1] To Banff Or Jasper National Parks...				
	In Total	In...Season[2]			
		Summer	Fall	Winter	Spring
Actual	(1,459)	(712)	(198)	(348)	(201)
Weighted/Projected, In Thousands	(3,877.9)	(1,543.4)	(333.1)	(1,405.3)	(596.1)
	%	%	%	%	%
General Beauty/Scenery	51	55	50	49	47
The Scenery/Sights	29	30	31	32	17
Scenic Beauty/ Glorious/Superb Scenery	13	14	8	7	26
Mountains/Mountain Scenery	11	12	10	14	4
Beauty Of The Lakes	4	6	7	1	3
Services and Facilities	22	28	22	14	21
Dining/Food/ Restaurants	6	4	5	10	3
Accommodations/ Hotels/Cabins	5	3	6	7	2
Roads/Highways	5	8	2	3	2
Hiking Trails	4	5	4	2	8
Campsites/Camping Facilities	3	5	1	*	5
Shops/Shopping	3	5	3	2	1
Nature/Wildlife	19	25	18	14	14
Wildlife/To See The Wildlife	16	23	17	10	12
Nature/Naturalness	3	2	1	4	2
Relaxing/Peaceful/ Quiet Atmosphere	16	13	19	22	10
Friendliness Of The People/Everyone/ Canadians	7	9	7	7	3
Well Kept/Clean	7	12	7	2	9
Well Kept/Cleanliness Of The Park(s)	3	6	3	-	1
Well Kept/Cleanliness Of Campsites	2	4	-	*	2
Well Kept/Cleanliness (Unspecified)	3	2	4	2	7
Specific Natural Attractions	4	4	9	3	4
Left Natural/Minimal Commercialization	3	6	1	1	3
Not Stated	20	18	22	20	26

(Source: Detailed Tables, Volume II, pages 32-11/15)

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[1] Spent time, money or went sightseeing in Banff or Jasper National Park and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

*Less than 0.5%.

10. Volunteered Likes About Time Spent In Banff Or Jasper National Park

Alberta parks visitors were offered an opportunity to describe, in their own words, "some of the things they liked about the time they spent in Banff or Jasper National Park".

The natural magnificence of the Canadian Rockies clearly impresses Alberta park visitors, with approximately 1-in-2 spontaneously including some reference to the beauty of the scenery or mountains when describing aspects of their visit that they particularly liked. The wildlife (16%) and peaceful atmosphere of the Rockies (16%) are also included in this context by about 1-in-6 visitors.

While the "setting sells itself", some visitors do include facilities and services among the noteworthy aspects of their park visit. Approximately 1-in-20 visitors make reference to each of the following in this context:

- restaurants;
- roofed accommodation facilities;
- roads and highways;
- hiking trails; and
- cleanliness of facilities.

The warmth and friendliness of people is also mentioned by more than 1-in-20 Alberta parks visitors, while 1-in-5 do not take the opportunity to identify special features of their park visit.

Summer visitors are especially apt to include the general beauty of the setting and wildlife among the "special" aspects

of their trip. They are also more likely than visitors in any other season to comment on the cleanliness of the parks.

Perhaps because it is the busiest season, summer visitors seem less inclined than fall or winter visitors to mention the relaxing, peaceful atmosphere of the parks among the noteworthy characteristics of their trip.

In attempting to describe what differentiates Banff and Jasper National Parks from other parks they have seen, the respective visitor groups to each park who respond also focus on the natural splendour of the parks -- the mountains, wildlife, glaciers, lakes and the like. They are less likely to regard services or amenities, or the qualities of the staff as distinguishing features of either park. At the same time, Jasper visitors are more inclined to note the uncommercialized or "natural" atmosphere of this park as 'unique' than are their counterparts in Banff (see summary tables appended to this volume).

Exhibit 12

Volunteered Dislikes About Time Spent In Alberta Parks Among Person Visitors[1] To Banff Or Jasper National Parks...

	In Total	In...Season[2]			
		Summer	Fall	Winter	Spring
Actual	(1,459)	(712)	(198)	(348)	(201)
Weighted/Projected, In Thousands	(3,877.9)	(1,543.4)	(333.1)	(1,405.3)	(596.1)
	%	%	%	%	%
Prices/Too Expensive	8	11	4	5	9
Everything Too Expensive	6	7	4	5	6
Accommodation Too Expensive	2	4	*	*	1
Restaurants/Food Too Expensive	2	3	*	*	2
Camping Fees Too Expensive	1	1	*	*	2
People/Traffic/ Congestion	6	7	6	5	2
Traffic/Congestion	3	5	5	2	-
Too Many People/ Tourists	3	3	1	3	2
Parking	6	6	2	8	*
Not Enough Parking (Unspecified)	4	3	2	8	*
Not Enough Parking In Banff	1	3	-	-	-
Roads/Condition Of Roads	5	3	*	8	5
Accommodation	2	5	*	*	1
The Rain/Inclement Weather	3	4	*	3	3
Unfriendly Service People	3	1	5	4	2
Bathrooms/Showers	2	4	2	-	1
Nothing Disliked	13	12	24	13	10
Not Stated	43	34	43	48	56

(Source: Detailed Tables, Volume II, pages 34-7/9)

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[1] Spent time, money or went sightseeing in Banff or Jasper National Park and returned attitudinal self-completion questionnaire.
[2] See Foreword for definition of seasons.

*Less than 0.5%

11. Volunteered Dislikes About Time Spent In Banff Or Jasper National Park

After identifying aspects of their trip to the Alberta parks they liked, visitors were provided with an opportunity to specify, in their own words, "some of the things they didn't like about the time they spent in Banff or Jasper National Park".

In this context, more than 1-in-2 Alberta parks visitors refrain from making any negative comment, either because "nothing was disliked", or more commonly because they did not provide any comment at all. Among those who do mention things they dislike, most mention the cost of the visit, the congestion -- human or vehicular -- in the parks, the availability of parking, and/or the condition of the roads.

Compared to visitors in other seasons, those in the summer are most apt to lodge any complaints, and are especially likely to volunteer cost concerns.

Exhibit 13

	Trip Classification[1] For Entire Trip Among Person Visitors[1] To...				
	Any Park	An Alberta Park	Banff	Jasper	A British Columbia Park
Actual	(1,503)	(1,459)	(1,155)	(866)	(378)
Weighted/Projected, In Thousands	(4,084.0)	(3,877.9)	(3,144.5)	(1,621.5)	(872.0)
	%	%	%	%	%
Outdoor Vacation	15	16	14	17	15
Resort Vacation	16	15	17	6	11
Close-To-Home Leisure Trip	18	18	17	14	10
Touring Vacation	27	27	27	43	46
Town Or City Trip	11	12	13	5	13
Visiting Friends Or Relatives	18	18	15	25	10
Business Or Convention Trip	6	6	7	5	3

(Source: Detailed Tables, Volume II, page 62-1)

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[1] See questionnaire appended to this volume for descriptions of trip classifications.

[2] Spent time, money or went sightseeing in specific park and returned attitudinal self-completion questionnaire.

E. TRIP CHARACTERIZATION AND PLANNING

12.a) Trip Classification By Parks Visited

All visitors to the Rocky Mountain National Parks were asked to select one of seven "trip types" which best described the entire trip that brought them within the boundaries of the parks. The descriptions were developed for other tourism research projects, and are included in the Visitor Use and Profile Survey for comparative purposes with these other projects.

As is clear from the facing table, Rocky Mountain National Parks visitors form no consensus about the type of trip they are taking[1]. Approximately one-quarter are taking a touring vacation ("...by car, bus or train through areas of scenic beauty, cultural or general interest") while just under one-fifth describe the trip that brought them to the Rockies as a "close-to-home leisure trip" or as a visit to friends or relatives.

About one-seventh of park visitors claim to have been on an outdoors or a resort vacation when coming to the Rocky Mountain National Parks, and one-tenth depict their total trip as urban-oriented. A business or convention trip is relatively uncharacteristic of park visitors (6%).

Visitors to Banff National Park are more likely than are visitors to other Rocky Mountain parks to describe the overall thrust of their trip as resort-oriented. Conversely, individuals who visited Jasper or the British Columbia parks while in the Rockies are particularly likely to categorize their trip as

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[1] Columns add to more than 100% because of multiple mentions.

a "touring vacation". Jasper, to a greater extent than any other park, hosts visitors who are on their way to visit friends or relatives.

Not surprisingly, travellers on their way to visit friends or relatives are least apt to consider the Rocky Mountain National Parks as their main destination, whereas those on an outdoors vacation, a close-to-home leisure trip, a town or city trip, or a business trip are most likely to do so.

Exhibit 14

Trip Classification[1] For Entire Trip Among Person Visitors[2] To Any Park...

	In Total	In...Season[3]			
		Summer	Fall	Winter	Spring
Actual	(1,503)	(733)	(210)	(355)	(205)
Weighted/Projected, In Thousands	(4,084.0)	(1,646.1)	(391.8)	(1,441.5)	(604.6)
	%	%	%	%	%
Outdoor Vacation	15	22	15	12	7
Resort Vacation	16	7	6	32	8
Close-To-Home Leisure Trip	18	15	18	22	20
Touring Vacation	27	40	28	11	32
Town Or City Trip	11	6	12	12	22
Visiting Friends Or Relatives	18	22	18	16	16
Business Or Convention Trip	6	5	15	5	5

(Source: Detailed Tables, Volume II, page 62-3)

[1] See questionnaire appended to this volume for descriptions of trip classifications.

[2] Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks and returned attitudinal self-completion questionnaire.

[3] See Foreword for definition of seasons.

12.b) Trip Classification By Season

The popularity of different trip types varies substantively by season. For example, an outdoor vacation and one that takes the traveller touring from place to place are more commonly used descriptions among summer visitors than they are in other seasons[1]. Conversely, the resort vacation is especially typical of the winter visitor, and, therefore, the skier. Same-day skiers likely account for the popularity of "close-to-home leisure trips" during the colder months.

The fall visitor claims to be taking a business or convention trip while his spring counterpart is on a town or city trip to a greater extent than is evident in either peak season. Although there are modest fluctuations, the VFR trip enjoys the greatest consistency across seasons.

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[1] Columns add to more than 100% because of multiple mentions.

Exhibit 15

	Year Of Most Recent Visit To Alberta Parks Among Person Visitors[1] To Banff Or Jasper National Parks...				
	In	In...Season[2]			
	Total	Summer	Fall	Winter	Spring
Actual	(1,459)	(712)	(198)	(348)	(201)
Weighted/Projected, In Thousands	(3,877.9)	(1,543.4)	(333.1)	(1,405.3)	(596.1)
	%	%	%	%	%
Never Visited Before	18	32	20	4	14
Prior To 1980	5	7	8	3	4
1980 - 1984	5	7	6	2	1
1985	7	10	4	4	7
1986	15	13	16	15	19
1987	35	22	37	52	30
Not Stated	10	7	8	13	10

(Source: Detailed Tables, Volume II, pages 48-5/6)

[1] Spent time, money or went sightseeing in Banff or Jasper National Park and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

*Less than 0.5%.

13. First-Time And Repeat Visitors To Banff Or Jasper National Park

Almost 2-in-10 visitors to the Alberta parks are newcomers to these parks. Of the two parks, Banff's visitor population is less likely to contain "first-timers" (21%) than is Jasper's (31%). At the same time, almost all of the 700,000 newcomers to the Alberta parks spend time, money or sightsee in Banff National Park on this, their first trip, while only 3-in-4 engage in these activities in Jasper National Park.

Most Alberta parks visitors who had been to Banff or Jasper prior to their current trip are fairly recent visitors to the parks. Approximately 1-in-6 state that they were last in the Alberta parks in 1986, and more than 1-in-3 claim to have last visited during some part of 1987. Only about 2-in-10 indicate that their last visit to Banff or Jasper National Park took place prior to 1986.

When examined by place of residence, the importance of geographical proximity becomes evident. Only 1-in-50 visitors who reside in Alberta are making their first visit to Banff or Jasper National Park. Conversely, almost 7-in-10 Americans and more than 8-in-10 overseas visitors are in the Alberta parks for the first time.

The impact of proximity also has an impact on seasonal variations. As discussed elsewhere in this report, winter visitors to these parks are almost exclusively Albertans. This fact likely explains the very low proportion of first time visitors in the parks during winter. Given the higher probability of finding foreign visitors in the parks in the summer

months, it is not surprising that this season hosts a higher proportion of newcomers than does any other. During summer, about one in every three visitors is seeing the Alberta parks for the first time.

Exhibit 16

Sources Of Information Used To Plan Most Recent Trip To Alberta Parks Among Person Visitors[1] To Banff Or Jasper National Parks...

	In Total	In...Season[2]			
		Summer	Fall	Winter	Spring
Actual	(1,459)	(712)	(198)	(348)	(201)
Weighted/Projected, In Thousands	(3,877.9)	(1,543.4)	(333.1)	(1,405.3)	(596.1)
	%	%	%	%	%
Received Any Literature/ Information Before Leaving On Trip (From...)	23	33	29	14	13
Travel Alberta	14	20	20	11	5
Tourism Canada	3	5	2	*	3
Parks Canada	7	9	9	5	3
British Columbia	4	7	2	2	3
Canadian Government Office Outside Canada	4	8	7	*	4
Received Information From Information Centre During Trip	21	32	19	14	14
Consulted Travel Agent	12	2	6	5	9
Received Literature	11	20	5	5	6
Received Other Information	7	12	3	3	4
Television Advertisement	2	2	*	2	1
Any Other Type Of Advertisement	5	6	9	4	2
Travel Article	5	7	13	1	4
Travel Film	1	1	*	*	*
Travel Book	5	9	10	1	2
Received Information At Travel Show	1	1	*	1	-
Friends/Relatives	26	36	28	18	20
Own Previous Experience	58	50	58	64	65
Didn't Use Any Information Sources	11	9	9	11	19

(Source: Detailed Tables, Volume II, pages 50-5/6)

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[1] Spent time, money or went sightseeing in Banff or Jasper National Park and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

*Less than 0.5%.

14. Sources Of Information Used To Plan Trip To Banff Or Jasper National Park

Travel Alberta is the single most common supplier of information or literature obtained by the Banff or Jasper visitor before leaving home for his/her trip to these parks. While about 1-in-4 visitors obtain some literature before leaving home, 1-in-7 obtain it from Travel Alberta. Other pre-departure sources of printed material include the Canadian Parks Service ("Parks Canada" -- 7%), Tourism Canada (3%), the British Columbia government (4%), or other government sources outside Canada (4%).

Obtaining information from information centres while on the trip (21%) is characteristic of almost as many Alberta park visitors as is receipt of pre-departure information (23%). At the same time, the parks attract such a high level of "repeat customers" that most visitors rely on their own past experiences (58%) or use no information sources to plan their visit (11%).

Travel agents appear to be involved in the trip planning process for about 1-in-8 Alberta parks visitors, but informal information channels (friends/relatives) are considerably more likely to be utilized (26%).

Television advertising (2%) or any other form of advertising (5%) seems to have a comparatively minimal role to play in the trip planning process among Alberta parks visitors as a whole.

While there are no especially salient differences between the sources of information used by visitors to Banff National Park versus those in Jasper, there are, not surprisingly, very dramatic differences when the data are examined by place of residence. These differences are highlighted in the following paragraphs. As will be seen, they explain, in large part, the seasonal variations evident on the preceding table since foreign visitors are concentrated in the summer season.

- **American Visitors**

Because they are less likely to be repeat visitors, American and overseas visitors are much less inclined to rely on their own experience than are Canadians. They do, however, place even heavier reliance on information obtained from friends when planning their trip to the Rockies (U.S.A. 58%; overseas 55%) than do Canadians.

Other important sources of information for the American traveller include:

- travel agents (41%);
- information centres while on trip (38%); and
- travel articles (15%) and books (15%).

Television (3%) and other forms of advertisements (9%) are also more apt to play roles in the trip planning process for Americans than they are for Canadians. Interestingly, residents of the United States appear to be the most avid information seekers --they are less likely than those who live in any other country to use no information sources to help plan their trip (2%).

- **Overseas Visitors**

Overseas tourists also exhibit a greater tendency to consult travel agents (32%) and to stop at information centres while on their trip (35%) than does the "typical" or the Canadian visitor. Additionally, visitors living outside North America display a marked tendency to include travel books (34%) and articles (23%), to consult Canadian government sources outside Canada (30%) and to rely on tourist information from the British Columbia government (10%). It would seem that about 1-in-10 overseas visitors arrive in the Alberta parks having used no information sources.

Exhibit 17

Date Final Decision Made To Visit Alberta Parks Among Person Visitors[1] To Banff Or Jasper National Parks...

	In	In...Season[2]			
	Total	Summer	Fall	Winter	Spring
Actual	(1,459)	(712)	(198)	(348)	(201)
Weighted/Projected, In Thousands	(3,877.9)	(1,543.4)	(333.1)	(1,405.3)	(596.1)
	%	%	%	%	%
1986 Or Earlier	5	8	4	5	*
1987 (Any Month)	52	83	79	32	6
January/March	6	13	4	4	*
April	3	7	7	*	*
May	6	12	1	2	*
June	9	23	2	*	*
July	8	19	5	1	-
August	6	8	12	3	*
September	4	1	42	1	1
October	3	-	6	5	2
November	2	-	-	6	1
December	5	-	-	14	*
Month Not Specified	*	1	*	-	1
1988 (Any Month)	31	-	-	53	79
January	7	-	-	18	6
February	4	-	-	9	3
March	4	-	-	7	12
April	8	-	-	17	14
May	6	-	-	-	38
June	2	-	-	-	10
Month Not Specified	1	-	-	3	3
Not Stated	11	9	17	11	15

(Source: Detailed Tables, Volume II, pages 52-9/11)

[1] Spent time, money or went sightseeing in Banff or Jasper National Park and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

*Less than 0.5%.

15. Date Of Final Decision To Visit Banff Or Jasper National Park

Most visitors seem to make their final decision to visit Banff or Jasper National Park within months of their actual trip. Of those visiting these parks in the summer of 1987, more than 8-in-10 made the "let's go" decision some time during 1987. Fully one-half of these summer '87 visitors came to their final decision within weeks of their trip (during May, June, July or August).

Fall '87 trips seem to involve no more pre-planning than do summer trips. About one-half of these fall visitors came to their final decision about the trip in September or October of 1987, while one-third made the decision between January and August of that year.

The winter traveller seems to come to an even more impromptu decision than does any other season's visitor. More than 7-in-10 winter visitors determined that they would visit Banff or Jasper National Park during the winter (between November 1987 and April 1988). The "spur of the moment" decision for the winter visitor is likely related to the high proportion of same-day trips during this season, and/or the need to check snow conditions for the many skiers.

April to June -- the "spring months" -- are the prime decision period for spring travellers. Between the end of winter and the spring months in 1988, almost 3-in-4 spring travellers state that they made their final decision to visit the Alberta parks.

F. ADDITIONAL VISITOR PROFILE INFORMATION

16. Introduction To Demographic Characteristics From The Self-Completion Questionnaire

Volume II of the General Summary[1] provides profile information on visitors to the Rocky Mountain National Parks. The measures reported in that volume derive, in the main, from the administered questionnaire although some references to additional measures (from the self-completion questionnaire) are included in order to provide a coherent and complete visitor profile.

The additional demographic information obtained in the self-completion questionnaire is summarized here[2], but the reader is directed to Volume II, Chapter B for the full discussion of visitor characteristics. It is important to note that the majority of information available on activities, sites visited and the trip planning process is restricted to the Banff or Jasper National Park visitor (individuals who visited only British Columbia parks were asked to refrain from answering most questions in the self-completion attitudinal questionnaire). For the reader's convenience, summaries of some "typical visitors" (presented in Volume II) are repeated at appropriate junctures throughout this chapter.

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[1] Under separate cover.

[2] Summary tables supporting the analysis in this chapter are appended to this report.

17. Household And Party Characteristics Of Visitors To The Rocky Mountain National Parks By Parks Visited

As part of the self-completion questionnaire, visitors were asked to provide information on the following topics:

- Age of household's chief wage earner;
- Personal and household annual gross income;
- Household size and composition; and
- A description of the travel party composition.

An index of age and household composition was utilized to generate stage in the life cycle categories, and these were subsequently applied to the data[1]. In this chapter, key variations in these demographic and party characteristics are described in total and by parks visited. Subsequent sections of this chapter provide additional variations by season and place of residence.

Prior to addressing these variations, however, it might help the reader to review the "typical visitor", based on all available information. To this end, and recognizing that any generalization or description of the prototypical visitor is beset with exceptions, the "typical visitor" to the Rocky Mountain National Parks could be described as follows:

---

[1] Definitions of stage in life categories are appended to this report.

The "Typical Visitor"[1]

- The typical Rocky Mountain National Parks visitor is a Canadian, and most likely an Albertan who earns a comfortable living from his professional or other white collar job.
- He drives to the park system, accompanied by at least one other adult.
- He is unlikely to have any young people along with him on the trip, either because he is in the pre-children stage in the life cycle (young singles and couples) or because his children are grown (older singles and couples).
- On his trip through the parks system, the "typical visitor" is more likely to meet American visitors than he is to meet fellow Canadians from any one province other than Alberta.
- When he encounters visitors from overseas, they will be from a host of countries, but he will most likely mingle with those who have travelled from Japan, the United Kingdom, Australia and West Germany.
- If he is interested in meeting American and Japanese visitors to the parks, he will maximize his chances of doing so in the lobbies of hotels and resort facilities that host overnight charter tours.

---

[1] The masculine gender is used throughout this discussion because a majority of the spokespersons for visitor parties are male.

- The opportunity to meet Japanese tourists is about the same regardless of which season the "typical visitor" enters the Rocky Mountain National Parks, but Americans would be considerably more difficult to find in the winter than in the summer. On the other hand, if he is interested in encountering fellow Albertans, the "typical visitor" would be wise to schedule his trip in the winter.

Additional Profile Information

- In keeping with the tendency of visitors to Jasper National Park to be somewhat older than are visitors to other parks, these individuals are more apt to be members of "older couples" (36%) than are Banff visitors (26%).

- The Banff visitor, on the other hand, is more likely to represent a young couple (19%) than is his or her counterpart in other parks (Jasper -- 13%; British Columbia parks -- 10%).

- These profile data suggest that facilities and services within the Rocky Mountain National Parks need not direct special attention to the needs of very young children (and their parents). At the same time, the prominence of older visitors (and their growing importance in the tourism market) may require the attention of park planners, particularly in Jasper National Park.

- Almost 7-in-10 parties that travel into the Rocky Mountain National Parks are couples (38%) or are comprised of family members (31%). Considerably fewer enter the parks system with friends (15%), or on their own (13%).

- Parties made up of couples or family members are a more important segment of the Jasper visitor mix (76%) than is the case in Banff National Park (67%). On the other hand, the "party of one" is more characteristic of a Banff visit (14%) than of a Jasper visit (7%).

- More than 1-in-2 visitor parties to the Rocky Mountain National Parks have household incomes of at least $40,000, with almost 2-in-10 (16%) falling into the $75,000 or more range. The predominance of adult-only household units and adult-only parties represented among park visitors likely makes these household incomes more "disposable" than is the case among households with children.

- Those with incomes of $60,000 or more are somewhat under-represented in the British Columbia parks (22%) relative to Banff and Jasper National Parks (27% each). Generally speaking, however, all Rocky Mountain parks attract well-educated, affluent, professionals, managers, executives and other white collar employees[1].

---

[1] Personal income information can be found in summary tables appended. Information on education and occupation can be found in Volume II, Chapter B of the General Summary.

[redacted]

18. Household And Party Characteristics Of Visitors To The Rocky Mountain National Parks By Season

Additional demographic characteristics of visitors in various seasons do not differ substantively. The data do, however, suggest the following variations:

- Fall and winter visitors are more likely to be travelling to the parks as couples than are their counterparts in summer and spring;
- In contrast, the "typical visitor party" in summer is most likely comprised of family members and the spring party is especially likely to consist of a "party of one".
- Despite the spring travellers' stated propensity to represent parties of one, they are more likely to live in "middle-aged" family units than are visitors in any other season.
- By and large, the "summer couple" tends to be an "older couple" whereas the "winter couple" tends to be a "young couple".
- Perhaps because of the greater likelihood that the fall visitor is retired, this individual is more apt to have a household income ranging between $20,000 and $40,000 than is the visitor in any other season. At the same time, it is the spring visitor who is marginally under-represented in the highest income range ($60,000+).

19. Household And Party Characteristics Of Visitors To The Rocky Mountain National Parks By Place Of Residence

Because Canadians, and particularly Albertans, constitute such a significant proportion of all park visitors, their characteristics closely parallel those of the "typical visitor" (see Volume III, Section 17).

Two origin groups contain sufficient numbers of visitors to the parks over the year to warrant more detailed analysis. These are the Americans and the Japanese. The following profiles of these visitors are based on demographic profile information from the administered and self-completion questionnaires.

Some Idiosyncracies of the "Typical American Visitor"[1]

- The American tourist is older than is the "typical park visitor". He is, therefore, more likely to be retired from the labour force. Nonetheless, he has at his disposal a higher household income than does the visitor "in general". Approximately 1-in-3 visitors from the United States claim to have household incomes in the $60,000 or more range, whereas 1-in-4 visitors overall fall into this income group.

- Perhaps because he is more apt to be at the "empty nester" stage in life, he is even less likely than the "typical visitor" to be travelling with children (under 16 years).

---

[1] The masculine gender is used throughout this discussion because a majority of the spokespersons for visitor parties are male.

- Like the "typical visitor", however, the American tourist is unlikely to be travelling alone when he enters the parks system. In fact, he is most likely to be travelling as part of a couple, and especially an "older couple".

- More than one-half of the American visitor parties in the parks over the year represent "older couples", compared to just over one-quarter of all visitor parties.

Some Idiosyncracies of the "Typical Japanese Visitor"[1]

- Compared to other tourists, the "typical Japanese visitor" is quite youthful. He is likely, in fact, to be under 35 years of age.

- For the most part, he travels in a couple, but is more likely than an American or Canadian tourist to travel on his own. He also shows a marked predisposition to participate in a charter motorcoach tour through the parks system.

- He is extremely reticent about sharing income information, but indicates that he works in a professional, managerial or executive position to a greater extent than does the "typical visitor".

---

[1] The masculine gender is used throughout this discussion because a majority of the spokespersons for visitor parties are male.

Exhibit 18

Port Of Entry Into Canada Among Non-Canadian Resident Person Visitors[1] To Any Park...

		Who Reside In...		
			Other Countries	
	In Total	U.S.A.	Any	Japan
Actual	(573)	(376)	(197)	(110)
Weighted/Projected In Thousands	(821.3)	(642.1)	(179.2)	(48.0)
	%	%	%	%
Alberta	32	37	17	3
Calgary	14	14	16	1
Edmonton	2	2	1	2
Coutts/Sweetgrass (Hwy 4/Interstate 15)	5	6	1	-
Other Alberta	12	15	-	-
British Columbia	36	31	54	29
Saskatchewan	4	5	2	7
Manitoba	2	2	2	1
Ontario	7	7	5	6
Yukon	3	4	*	-
Not Stated	14	13	18	55

(Source: Detailed Tables, Volume II, pages 54-3/4)

[1] Non-resident of Canada spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks and returned attitudinal self-completion questionnaire.

*Less than 0.5%.

20. Port Of Entry For Visitors Living Outside Canada

Visitors to the Rocky Mountain National Parks who live outside Canada were asked to indicate at which city, town or border crossing point they entered Canada on their current trip[1]. Not surprisingly, entry into Canada differs by country of origin. American visitors are most likely to state that they entered the country in Alberta (37%), and most commonly Calgary, or in British Columbia (31%).

Overseas visitors are, however, considerably more likely to have first entered Canada for the trip that brought them to the Rockies at a British Columbia location (54%) than they are to have cleared customs in Alberta (17%). The high level of "not stated" on this measure for Japanese visitors to the parks precludes any meaningful analysis.

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[1] Visitors were asked to indicate at which gate they first entered the Rocky Mountain National Parks, and to provide details of the date and time of entry. These data can be found in the Detailed Tables, Volume II, Tables 55/60.

APPENDICES

- Additional Summary Tables
- Stage In Life Cycle Definitions
- Questionnaires

[redacted]

Exhibit 19

	Volunteered Aspects Of...Which Differentiate It From Other Parks Among Person Visitors[1] To Each Park In Total	
	Banff National Park	Jasper National Park
Actual	(1,155)	(866)
Weighted/Projected In Thousands	(3,144.5)	(1,621.5)
	%	%
Scenery/Beauty/Mountains/Other Natural Features	21	14
More Animals/Wildlife	3	4
Size Of Park/Incredible Size	1	*
Scenery/Beauty Of The Scenery	20	12
Beautiful/Magnificent Scenery	11	8
Beauty Of The Mountains/Rockies	6	3
Beauty/Natural Beauty	5	2
Beautiful Icefields/Glaciers	*	4
Number/Type Of Activities	6	3
More/Lots To Do (Unspecified)	4	1
Activities/Recreational Activities (Unspecified)	2	2
Amenities/Services	5	4
Shopping/Stores/Malls	3	*
Roads/Good Roads/Highways	2	1
Trails/Hiking Trails	1	1
Friendly/Courteous People	5	1
Uncommercialized/Left Unspoilt	4	9
Quite/Pleasant/Relaxing Atmosphere	3	2
Cleanliness/No Trash Anywhere	2	2
Less Crowded	1	8
Icefields/Glaciers	*	3
Not Stated	44	53

(Source: Detailed Tables, Volume II, pages 44-1/4, 46-9/12)

[1] Spent time, money or went sightseeing in specific park and returned attitudinal self-completion questionnaire.

*Less than 0.5%.

Exhibit 20

	Volunteered Aspects Of Banff National Park Which Differentiate It From Other Parks Among Person Visitors[1] To Banff National Park...				
	In Total	In...Season[2]			
		Summer	Fall	Winter	Spring
Actual	(1,555)	(560)	(172)	(264)	(159)
Weighted Projected, In Thousands	(3,144.5)	(1,214.5)	(307.4)	(1,167.5)	(455.2)
	%	%	%	%	%
Scenery/Beauty/ Mountains/Other Natural Features	21	22	23	22	16
More Animals/Wildlife	3	5	7	1	2
Size Of Park/ Incredible Size	1	*	2	3	*
Beautiful/Magnificent Scenery	11	13	9	9	10
Beauty Of The Mountains/ Rockies	6	6	7	7	4
Beauty/Natural Beauty	5	4	2	6	4
Number/Type Of Activities	6	7	2	7	3
More/Lots To Do (Unspecified)	4	5	2	5	3
Activities/Recreational Activities (Unspecified)	2	2	-	3	1
Amenities/Services	5	5	3	7	1
Shopping/Stores/Malls	3	2	2	6	*
Roads/Good Roads/ Highways	2	2	1	2	1
Trails/Hiking Trails	1	1	*	2	*
Friendly/Courteous People	5	2	4	1	22
Uncommercialized/Left Unspoilt	4	4	10	4	3
Quiet/Pleasant/Relaxing Atmosphere	3	1	6	5	*
Cleanliness/No Trash Anywhere	2	2	2	1	3
Not Stated	44	44	43	43	48

(Source: Detailed Tables, Volume II, pages 44-9/12)

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[1] Spent time, money or went sightseeing in Banff National Park and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

*Less than 0.5%.

[redacted]

Exhibit 21

Volunteered Aspects Of Jasper National Park Which Differentiate It From Other Parks Among Person Visitors[1] To Jasper National Park...

	In	In...Season[2]			
	Total	Summer	Fall	Winter	Spring
Actual	(866)	(522)	(126)	(106)	(112)
Weighted/Projected, In Thousands	(1,621.5)	(913.2)	(116.5)	(337.8)	(254.0)
	%	%	%	%	%
Scenery/Beauty/ Mountains/Other Natural Features	14	18	25	6	7
More Animals/Wildlife	4	7	1	*	2
Beautiful/Magnificent Scenery	8	11	4	2	4
Beauty Of The Mountains/ Rockies	3	3	17	-	2
Beauty/Natural Beauty (Unspecified)	2	2	4	3	2
Beautiful Icefields/ Glaciers	4	6	2	-	1
Number/Type Of Activities	3	5	2	-	-
More/Lots To Do (Unspecified)	1	1	*	-	-
Activities/Recreational Activities (Unspecified)	2	4	-	-	-
Amenities/Services	4	6	-	-	-
Roads/Good Roads/ Highways	1	1	2	-	-
Trails/Hiking Trails	1	1	1	1	-
Friendly/Courteous People	1	2	1	1	-
Uncommercialized/Left Unspoilt	9	4	2	25	11
Quiet/Pleasant/Relaxing Atmosphere	2	2	3	4	2
Cleanliness/No Trash Anywhere	2	3	4	-	2
Less Crowded	8	10	1	9	3
Icefields/Glaciers	3	5	2	-	1
Not Stated	53	50	51	51	68

(Source: Detailed Tables, Volume II, pages 46-9/12)

---

[1] Spent time, money or went sightseeing in Jasper National Park and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

*Less than 0.5%.

Exhibit 22

Household Size Among Party Visits[1] To...

	Any Park	An Alberta Park	Banff	Jasper	A British Columbia Park
Actual	(1,503)	(1,459)	(1,155)	(866)	(378)
Weighted/Projected, In Thousands	(1,625.5)	(1,542.6)	(1,280.4)	(597.3)	(362.7)
	%	%	%	%	%
Number In Household					
One	10	11	11	9	7
Two	41	41	42	47	42
Three	17	16	15	14	16
Four	18	18	18	18	16
Five	9	9	10	6	16
Six Or More	3	3	3	3	1
AVERAGE NUMBER IN HOUSEHOLD	2.9	2.9	2.9	2.8	3.0

(Source: Detailed Tables, Volume II, page 75-1)

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[1] Spent time, money or went sightseeing in specific park and returned attitudinal self-completion questionnaire.

Exhibit 23

Household Size Among Party Visits[1] To Any Park...

	In Total	In...Season[2]			
		Summer	Fall	Winter	Spring
Actual	(1,503)	(733)	(210)	(355)	(205)
Weighted/Projected, In Thousands	(1,625.5)	(612.0)	(180.1)	(593.2)	(240.2)
	%	%	%	%	%
Number In Household					
One	10	8	11	14	7
Two	41	47	41	37	34
Three	17	19	12	18	13
Four	18	14	21	22	16
Five	9	6	7	5	26
Six Or More	3	4	3	2	3
AVERAGE NUMBER IN HOUSEHOLD	2.9	2.8	2.8	2.7	3.3

(Source: Detailed Tables, Volume II, page 75-3)

[1] Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

Exhibit 24

	Household Composition Among Party Visits[1] To...				
	Any Park	An Alberta Park	Banff	Jasper	A British Columbi Park
Actual	(1,50[illegible])	(1,459)	(1,155)	(866)	(378)
Weighted/Projected, In Thousands	(1,[illegible]25.5)	(1,542.6)	(1,280.4)	(597.3)	(362.7)
	%	%	%	%	%
No Children Under 6 Years	78	79	81	74	79
No Children 6 To 18 Years	63	63	62	66	60
No Children Under 18 Years (Adult-Only Household)	55	55	56	57	50

(Source: Detailed Tables, Volume II, pages 77-1, 79-1, 81-1)

---

[1] Spent time, money or went sightseeing in specific park and returned attitudinal self-completion questionnaire.

[redacted]

Exhibit 25

Household Composition Among Party Visits[1] To Any Park...

	In Total	In...Season[2]			
		Summer	Fall	Winter	Spring
Actual	(1,503)	(733)	(210)	(355)	(205)
Weighted/Projected, In Thousands	(1,625.5)	(612.0)	(180.1)	(593.2)	(240.2)
	%	%	%	%	%
No Children Under 6 Years	78	74	71	82	86
No Children 6 To 18 Years	63	63	67	65	54
No Children Under 18 Years (Adult-Only Household)	55	54	54	59	47

(Source: Detailed Tables, Volume II, pages 77-3, 79-3, 81-3)

[1] Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

Exhibit 26

Stage In Life Cycle[1] Among Party Visits[2] To...

	Any Park	An Alberta Park	Banff	Jasper	A British Columbi Park
Actual	(1,503)	(1,459)	(1,155)	(866)	(378)
Weighted/Projected, In Thousands	(1,625.5)	(1,542.6)	(1,280.4)	(597.3)	(362.7)
	%	%	%	%	%
Young Singles	7	7	7	6	4
Young Couples/ Cooperative Units	17	18	19	13	10
Young Families	13	12	11	12	11
Middle Families	14	14	15	8	23
Older Families	10	10	11	9	9
Older Singles	4	4	4	3	3
Older Couples	27	27	26	36	33
Stage In Life Cycle Not Known	9	9	8	13	9

(Source: Detailed Tables, Volume II, page 71-1)

[1] See appendix to this report for definition of stages in life cycle.

[2] Spent time, money or went sightseeing in specific park and returned attitudinal self-completion questionnaire.

[redacted]

Exhibit 27

	Stage In Life Cycle[1] Among Party Visits[2] To Any Park...				
	In Total	In...Season[3] Summer	Fall	Winter	Spring
Actual	(1,503)	(733)	(210)	(355)	(205)
Weighted/Projected, In Thousands	(1,625.5)	(612.0)	(180.1)	(593.2)	(240.2)
	%	%	%	%	%
Young Singles	7	5	5	9	5
Young Couples/ Cooperative Units	17	15	10	24	12
Young Families	13	13	19	12	11
Middle Families	14	8	11	13	34
Older Families	10	14	7	9	4
Older Singles	4	3	6	4	2
Older Couples	27	30	30	22	28
Stage In Life Cycle Not Known	9	12	13	6	5

(Source: Detailed Tables, Volume II, page 71-3)

[1] See Appendix to this volume for definition of stages in life cycle.
[2] Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks and returned attitudinal self-completion questionnaire.
[3] See Foreword for definition of seasons.

Exhibit 28

	Composition Of Travel Party Among Party Visits[1] To...				
	Any Park	An Alberta Park	Banff	Jasper	A British Columbia Park
Actual	(1,503)	(1,459)	(1,155)	(866)	(378)
Weighted/Projected, In Thousands	(1,625.5)	(1,542.6)	(1,280.4)	(597.3)	(362.7)
	%	%	%	%	%
A Couple	38	38	38	42	34
Family/Relatives	31	31	29	34	27
Friends	15	15	16	13	14
Business Associates	2	2	3	2	1
Individual	13	13	14	7	22
A Group Tour	5	6	6	8	4
School Group	*	*	*	1	*
Club/Association/ Convention Group	2	2	2	3	1
Senior's Group	1	1	1	2	1
Tour Group	1	1	1	2	1

(Source: Detailed Tables, Volume II, pages 63-1/2)

---

[1] Spent time, money or went sightseeing in specific park and returned attitudinal self-completion questionnaire.

*Less than 0.5%.

[redacted]

Exhibit 29

	Composition Of Travel Party Among Party Visits[1] To Any Park...				
	In Total	In...Season[2] Summer	Fall	Winter	Spring
Actual	(1,503)	(733)	(210)	(355)	(205)
Weighted/Projected, In Thousands	(1,625.5)	(612.0)	(180.1)	(593.2)	(240.2)
	%	%	%	%	%
A Couple	38	33	42	45	33
Family/Relatives	31	40	26	28	23
Friends	15	18	21	11	12
Business Associates	2	1	1	3	4
Individual	13	9	12	10	25
A Group Tour	5	5	5	5	7
School Group	*	1	-	-	-
Club/Association/ Convention Group	2	1	4	2	2
Senior's Group	1	1	1	*	1
Tour Group	1	1	1	*	1

(Source: Detailed Tables, Volume II, pages 63-5/6)

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[1] Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

*Less than 0.5%.

[redacted]

Exhibit 30

	Age Of Chief Wage Earner In Household Among Party Visits[1] To...				
	Any Park	An Alberta Park	Banff	Jasper	A British Columbia Park
Actual	(1,503)	(1,459)	(1,155)	(866)	(378)
Weighted/Projected, In Thousands	(1,625.5)	(1,542.6)	(1,280.4)	(597.3)	(362.7)
	%	%	%	%	%
Under 45 Years	53	53	53	42	49
45 Years Or More	45	45	46	54	49
Not Stated	2	2	1	4	2

(Source: Detailed Tables, Volume II, page 73-1)

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[1] Spent time, money or went sightseeing in specific park and returned attitudinal self-completion questionnaire.

Exhibit 31

	Age Of Chief Wage Earner In Household Among Party Visits[1] To Any Park...				
	In Total	In...Season[2] Summer	Fall	Winter	Spring
Actual	(1,503)	(733)	(210)	(355)	(205)
Weighted/Projected, In Thousands	(1,625.5)	(612.0)	(180.1)	(593.2)	(240.2)
	%	%	%	%	%
Under 45 Years	53	44	49	59	63
45 Years Or More	45	54	49	38	35
Not Stated	2	2	2	3	2

(Source: Detailed Tables, Volume II, page 73-3)

[1] Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

Exhibit 32

Annual Household Income Among Party Visits[1] To...

	Any Park	An Alberta Park	Banff	Jasper	A British Columbia Park
Actual	(1,503)	(1,459)	(1,155)	(866)	(378)
Weighted/Projected, In Thousands	(1,625.5)	(1,542.6)	(1,280.4)	(597.3)	(362.7)
	%	%	%	%	%
Less Than $40,000	**33**	**33**	**31**	**34**	**26**
Less Than $20,000	10	9	8	8	7
$20,000 To $29,999	10	9	9	12	10
$30,000 To $39,999	13	14	14	13	9
$40,000 To $59,999	**30**	**29**	**31**	**26**	**42**
$40,000 To $49,999	18	18	19	14	29
$50,000 To $59,999	12	11	11	12	13
$60,000 Or More	**26**	**26**	**27**	**27**	**22**
$60,000 To $69,999	6	6	6	6	4
$70,000 To $74,999	4	4	4	4	3
$75,000 Or More	16	16	17	17	15
Refused/Don't Know/ Not Stated	**12**	**12**	**12**	**13**	**10**

(Source: Detailed Tables, Volume II, pages 69-1/2)

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[1] Spent time, money or went sightseeing in specific park and returned attitudinal self-completion questionnaire.

[redacted]

Exhibit 33

	Annual Household Income Among Party Visits[1] To Any Park...				
	In Total	In...Season[2]			
		Summer	Fall	Winter	Spring
Actual	(1,503)	(733)	(210)	(355)	(205)
Weighted/Projected, In Thousands	(1,625.5)	(612.0)	(180.1)	(593.2)	(240.2)
	%	%	%	%	%
Less Than $40,000	33	33	42	32	28
Less Than $20,000	10	8	12	12	7
$20,000 To $29,999	10	10	13	8	8
$30,000 To $39,999	13	14	17	12	13
$40,000 To $59,999	30	30	22	28	40
$40,000 To $49,999	18	19	13	14	31
$50,000 To $59,999	12	12	10	14	10
$60,000 Or More	26	26	27	26	21
$60,000 To $69,999	6	6	8	7	4
$70,000 To $74,999	4	5	5	4	1
$75,000 Or More	16	16	13	16	15
Refused/Don't Know/ Not Stated	12	11	9	14	10

(Source: Detailed Tables, Volume II, pages 69-5/6)

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[1] Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks and returned attitudinal self-completion questionnaire.

[2] See Foreword for definition of seasons.

[redacted]

Exhibit 34

Annual Personal Income Among Party Visits[1] To...

	Any Park	An Alberta Park	Banff	Jasper	A British Columbia Park
Actual	(1,503)	(1,459)	(1,155)	(866)	(378)
Weighted/Projected, In Thousands	(1,625.5)	(1,542.6)	(1,280.4)	(597.3)	(362.7)
	%	%	%	%	%
Less Than $40,000	61	61	61	56	61
Less Than $10,000	15	16	15	11	20
$10,000 To $19,999	12	11	11	12	14
$20,000 To $29,999	17	17	16	16	12
$30,000 To $39,999	18	18	19	17	16
$40,000 To $59,999	17	17	16	21	21
$40,000 To $49,999	12	12	12	14	16
$50,000 To $59,999	4	4	4	6	5
$60,000 Or More	12	12	13	13	10
$60,000 To $69,999	3	3	3	2	1
$70,000 To $74,999	1	1	1	1	1
$75,000 Or More	9	9	9	10	8
Refused/Don't Know/ Not Stated	10	10	10	10	8

(Source: Detailed Tables, Volume II, pages 67-1/2)

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[1] Spent time, money or went sightseeing in specific park and returned attitudinal self-completion questionnaire. Based on respondent's income.

Exhibit 35

Annual Personal Income Among Party Visits[1] To Any Park...

	In Total	In...Season[2] Summer	Fall	Winter	Spring
Actual	(1,503)	(733)	(210)	(355)	(205)
Weighted/Projected, In Thousands	(1,625.5)	(612.0)	(180.1)	(593.2)	(240.2)
	%	%	%	%	%
Less Than $40,000	**61**	**61**	**60**	**60**	**69**
Less Than $10,000	15	13	4	16	28
$10,000 To $19,999	12	13	13	11	12
$20,000 To $29,999	17	19	21	13	14
$30,000 To $39,999	18	16	22	20	15
$40,000 To $59,999	**17**	**17**	**21**	**17**	**14**
$40,000 To $49,999	12	11	15	14	10
$50,000 To $59,999	4	6	5	3	3
$60,000 Or More	**12**	**13**	**12**	**12**	**10**
$60,000 To $69,999	3	3	4	3	1
$70,000 To $74,999	1	2	*	*	*
$75,000 Or More	9	9	9	8	8
Refused/Don't Know/ Not Stated	**10**	**9**	**8**	**12**	**7**

(Source: Detailed Tables, Volume II, pages 67-5/6)

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[1] Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks and returned attitudinal self-completion questionnaire. Based on respondent's income.

[2] See Foreword for definition of seasons.

*Less than 0.5%.

Stage In Life Cycle

Visitors were asked to provide information on their "household, regardless of whether they travelled with you on your trip to the parks". Several items of information were used in conjunction to locate each visitor household in terms of their stage in life:

- Age of chief wage earner (under 45 years or 45 years or more);
- Size of household;
- Incidence of children under 18 years;
- Incidence of children under 6 years.

Life cycle stages are as follows:

- **Young Singles:** Under 45 years, one person in household.
- **Young Couples/cooperative units:** Under 45 years, 2 or more persons in household, no children 18 years or less.
- **Young Families:** Under 45 years, 2 or more persons in household, at least one child under 6 years (can have older children).
- **Middle Families:** Under 45 years, 2 or more persons in household, children 6 years to 18 years only.
- **Older Families:** 45 years or older, 2 or more persons in household, children of any age.

- **Older Singles:** 45 years or older, one person in household.

- **Older Couples:** 45 years or older, 2 or more persons in household, no children 18 years or less.

SUMMER ROADSIDE QUESTIONNAIRE
AND SHOW CARDS

Ruston/Tomany & Associates Ltd. R/T 19151
5-1

Roadside Screener

6-1
7-1
8/

Location:____________________ Start:________________ A.M. P.M. 13- 14-
Date:____________________ Finish:________________ A.M. P.M.
Day Month 15-
Interviewer:____________________________________ 18-

INTRODUCTION: Hello, my name is ____________________ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING 1 SAVE SCREENER 19-

1. RECORD NUMBER OF PEOPLE IN VEHICLE IN THE TWO AGE GROUPS. IF YOU CANNOT COMPLETE THIS BY OBSERVATION, ASK THE DRIVER TO TELL YOU HOW MANY PEOPLE IN THE VEHICLE ARE:

16 YEARS OR OVER __________ (WRITE IN) UNDER 16 YEARS __________ (WRITE IN) 20- 21- 22- 23-

(HAND CARD 1)

2-a) Does anyone in this vehicle, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to any people in this vehicle. RECORD BELOW.

NONE	24- 1	SKIP TO Q.3
On a sales/service call/pick-up/delivery	2	TERMINATE AND SAVE SCREENER
Member of a work crew/employee in Parks	3	
Commuting to or from work or school	4	
Permanent/seasonal resident in Parks	5	

-b) Is everyone in this vehicle a permanent/seasonal resident in the parks?

Yes 25- 1 TERMINATE AND SAVE SCREENER
No 2

-c) How many people in this vehicle who are 16 years of age or older are permanent/seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ ________________ (WRITE IN) 26- 27-
None 00

-d) And how many people in this vehicle who are under 16 years of age are permanent/seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 ________________ (WRITE IN) 28- 29-
None 00

TERMINATE AND SAVE SCREENER

3. IF ONLY ONE PERSON IN VEHICLE 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN VEHICLE 16 YEARS OR OLDER, ASK Q.3. Now, I would like to interview one person from your vehicle. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY:____________________
AND ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON.

4. (HAND CARD 2) Please look at this map of the four Parks. Do you personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time	30-1
Plan to return	2 THANK RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 31-1 SAVE SCREENER

32/45 BLANK

Roadside Questionnaire

5. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY). 46- 47- 48-

_______________ CITY OR TOWN _______________ PROVINCE OR STATE _______________ COUNTRY

6-a) What is the furthest place from home you have visited or will visit on this trip? 49- 50- 51-

_______________ CITY OR TOWN _______________ PROVINCE OR STATE _______________ COUNTRY

-b) Is the National Parks System the main destination of your trip?

Yes	52-1
No	2

-c) (HAND CARD 3) Which one of the descriptions listed on this card best describes the main purpose of your entire trip? RECORD ONE ONLY BELOW.

Business:	Attend a special meeting like a conference, convention, seminar or trade show	53-1
	Other Business	2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3
	Errands: e.g. shopping, banking, doctor, etc.	4
Pleasure:	Vacation	5
	Recreational day-use	6
	Visit vacation home	7
	Other (SPECIFY) _______________	

(HAND CARD 2 AGAIN)

7-a) CIRCLE CODE 2 BESIDE THE PARK RESPONDENT IS EXITING FROM AND DO NOT READ THAT PARK. FOR THE OTHER THREE PARKS ASK:
Please look again at this map. Since leaving home on this trip, did you at any time enter...(READ EACH PARK EXCEPT CIRCLED ONE)?

	NO	YES
Banff National Park	54- 1	2
Jasper National Park	55- 1	2
Yoho National Park	56- 1	2
Kootenay National Park	57- 1	2

-b) FOR EACH PARK ENTERED IN Q.7-A), ASK:

Did you use or visit Parks information centres, naturalist services, interpretive events or hot springs pools in (READ EACH PARK ENTERED)?

	Banff	Jasper	Yoho	Kootenay
Yes	58-1	59-1	60-1	61-1
No	2	2	2	2

-c) FOR EACH PARK ENTERED IN Q.7-a), ASK:
While in (READ PARK), did you stop and spend any time or money or do any sightseeing or were you just passing through?

	Banff	Jasper	Yoho	Kootenay
Just passing through	62-2	63-2	64-2	65-2
Spent time/money/went sightseeing	1	1	1	1

IF SPENT TIME IN ANY PARK (ANY CODE 1 CIRCLED) SKIP TO VISITOR SECTION (Q.12 TO END).

IF SPENT NO TIME IN ANY PARK (NO CODE 1 CIRCLED), ASK Q.7-d).

-d) Did you or anyone else in the vehicle stop at all in the Parks to purchase any food or gas or spend any money?

No 66- 2 GO TO PASS-THROUGH SECTION (Q.8-11)

Yes 1

-e) And in which Parks did you do that?

Banff National Park	67-1
Jasper National Park	2
Yoho National Park	3
Kootenay National Park	4

NOW SKIP TO VISITOR SECTION
(Q.12 TO END)

PASS-THROUGH SECTION

8. How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY	000	68-
NUMBER OF NIGHTS	______________ (WRITE IN,	69- 70-

9. (REFER RESPONDENT TO CARD 2 AGAIN)

Please show me exactly where you entered the National Parks system for the first time on this trip away from home? RECORD CODE FROM MAP FOR POINT OF ENTRY.

Location 1	(HWY 16 - EAST GATE)	71-1
Location 2	(HWY 16 - WEST GATE)	2
Location 3	(HWY 11 - EAST GATE)	3
Location 4	(HWY 1 - WEST GATE)	4
Location 5	(HWY 93 - WEST GATE)	5
Location 6	(HWY 1 - EAST GATE)	6
CAN'T REMEMBER		9

(HAND CALENDAR - CARD 4)

10. What was the date of this first entry into the National Parks System? This calendar may help you recall the date if you cannot easily remember. RECORD DATE BELOW.

72-
73-

______________ Day ______________ Month

74-
75-

11. And was that...(READ LIST)?

	Between 6 a.m. and 12 noon	76-1
	From noon to six o'clock p.m.	2
	Between 6.p.m. and midnight	3
or	From midnight to 6 a.m.	4
	CAN'T REMEMBER	9

NOW SKIP TO DEMOGRAPHICS SECTION (Q.21 TO END)

VISITOR SECTION

5-1
6-2

CHECK BACK TO Q.6-b), PAGE 3. IF NATIONAL PARKS SYSTEM IS MAIN DESTINATION, SKIP TO Q.12-b). OTHERWISE ASK Q.12-a).

12-a) (HAND CARD 3 AGAIN)
Which one of the descriptions listed on this card best describes the main purpose of your trip to the National Parks? (RECORD ONE PURPOSE ONLY)

Business:	Attend a special meeting like a conference, convention, seminar or trade show	13-1
	Other Business	2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3
	Errands: e.g. shopping, banking, doctor, etc.	4
Pleasure:	Vacation	5
	Recreational day-use	6
	Visit vacation home	7
Just Passing Through		8

-b) How many nights, if any, will you be away from home on this entire trip?

• SAME DAY TRIP/NO NIGHTS AWAY	000 SKIP TO Q.14	14-
		15-
NUMBER OF NIGHTS	________ (WRITE IN)	16-

-c) And how many nights, in total, did you spend in the National Parks since leaving home on this trip?

SPENT NO NIGHTS IN THE PARKS	000 SKIP TO Q.14	17-
		18-
NUMBER OF NIGHTS IN THE PARKS	________ (WRITE IN)	19-

13-a) What was the name and location of the accommodation you used for your first (second/third/etc.) overnight stop in the Parks?

-b) (HAND CARD 5.) In which of the accommodation types listed here did you stay in READ LOCATION?. IF MORE THAN ONE TYPE OF ACCOMMODATION IN ANY LOCATION, RECORD EACH TYPE ON SEPARATE LINES.

-c) And how many nights did you stay in a READ ACCOMMODATION there? (ASK FOR EACH ACCOMMODATION TYPE USED. REPEAT -a), -b) AND -c) FOR NEXT OVERNIGHT STOP AND ALL SUBSEQUENT OVERNIGHT STOPS IN THE PARK. CONTINUE UNTIL ALL NIGHTS MENTIONED IN Q.12-c) ACCOUNTED FOR.)

Legend

1. Hotel/motel/resort/lodge
2. Commercial cottage/cabin
3. Bed and Breakfast
4. Youth Hostel
5. Campsite/trailer park
6. Back country camping
7. Friends/relatives/own vacation home

	-a) Name And Location	-b) Type Of Accommodation	-c) # Nights	
20-	______	22-1 2 3 4 5 6 7	______	23-
26-	______	28-1 2 3 4 5 6 7	______	29-
32-	______	34-1 2 3 4 5 6 7	______	35-
38-	______	40-1 2 3 4 5 6 7	______	41-
44-	______	46-1 2 3 4 5 6 7	______	47-
50-	______	52-1 2 3 4 5 6 7	______	53-
56-	______	58-1 2 3 4 5 6 7	______	59-
62-	______	64-1 2 3 4 5 6 7	______	65-

CHECK THAT TOTAL NUMBER OF NIGHTS IN Q.13-c) EQUALS NUMBER OF NIGHTS IN Q.12-c).

68/69 BLANK

The following questions are about expenditures made by all the people in this vehicle.

14-a) Were any of the expenses for this trip to the National Parks paid for before you entered the Parks?

No	70-	1 SKIP TO Q.18
Yes	2	

(HAND CARD 6)

-b) Did anyone purchase a pre-paid package for this trip which included at least two of the items shown on this card?

No	71-	1 SKIP TO Q.17
Yes	2	

15-a) Which of the items on this card were included in the pre-paid package?

TRANSPORTATION		
By Air	72-1	
By Train	2	
By Bus	3	
By Boat	4	
ACCOMMODATION	5	IF NONE CIRCLED SKIP TO Q.16
FOOD/BEVERAGE	6	
ENTERTAINMENT/ACTIVITIES/ SIGHTSEEING/TOURS/LIFT TICKETS ETC.	7	
AUTO RENTAL (PICKED UP IN THE PARKS)	8	
AUTO RENTAL (PICKED UP ELSEWHERE)	9	

-b) IF TRANSPORTATION (AIR, TRAIN, BUS OR BOAT) MENTIONED IN Q.15-a), ASK: Where did you first board the transportation which was included in your package? 73- 74- 75-

(NEAREST CITY/TOWN) (PROVINCE/STATE) (COUNTRY)

-c) How many nights in total were included in the price of this package? (WRITE IN) 76- 77- 78-

(NUMBER OF NIGHTS) IF NO NIGHTS, SKIP TO -e)

-d) And how many of these nights were spent in the Parks? 13- 14- 15-

5-1
6-3
NUMBER OF NIGHTS IN PARKS) IF NO NIGHTS, SKIP TO -c)

-e) What was the total amount paid for all people in this vehicle for the pre-paid package? When you tell me the cost, please tell me whether it is in Canadian, U.S., or some other currency.

Amount	Can.	U.S.	Other (SPECIFY)	16-
$	20-1	2		

-f) And, how many people, including children, does this amount cover? 21- 22-

(WRITE IN NUMBER)

16. Were any other items prepaid for this trip to the Parks?

Yes	23-1
No	2 SKIP TO Q.18

17-a) (HAND RESPONDENT CARD 7) Which of the items on this card were paid for before you entered the National Parks, but were not purchased as a part of a package or tour? RECORD UNDER Q.17-a) ON GRID BELOW.

FOR EACH ITEM PRE-PAID SEPARATELY, ASK Q.17-b) TO Q.17-e).

-b) What was the total amount paid in advance for all people in this vehicle for (READ ITEM FROM Q.17-a)? RECORD UNDER Q.17-b) ON GRID BELOW.

-c) Is that in Canadian, U.S. or some other currency? RECORD UNDER Q.17-c) ON GRID BELOW.

		Q.17-a)	Q.17-b)	Q.17-c) CURRENCY		
		ITEM	AMOUNT	CAN.	U.S.	OTHER (SPECIFY)
AUTO RENTAL (PICKED UP IN THE PARKS)	24-	1	$______	1	2	______25-
•ACCOMMODATION		2	$______	1	2	______29-
•FOOD/BEVERAGE		3	$______	1	2	______33-
•ENTERTAINMENT/ ACTIVITIES/ SIGHTSEEING/ TOURS/LIFT TICKETS		4	$______	1	2	______37-
NONE OF THESE		5 SKIP TO Q.18				

•FOR EACH ASTERISKED ITEM ASK -d) AND -e).

-d) How many nights in total were included in the price of the prepaid (READ ITEM) ? RECORD UNDER -d) BELOW. IF NO NIGHTS INCLUDED, DO NOT ASK Q.17-e).

-e) And how many of these nights were spent in the Parks? RECORD UNDER -e) BELOW.

	-d) TOTAL NIGHTS	-e) NIGHTS IN PARKS
Accommodation	______41-	______50-
Food/Beverage	______44-	______53-
Entertainment	______47-	______56-

18-a) (HAND CARD 8) For each expenditure category on this card, please tell me, in Canadian dollars, the total amount spent within the Parks by everyone in the vehicle since leaving home? Include all purchases made by cash, credit card, traveller's cheque and cheque. (IF APPLICABLE: However, do not include the prepaid expenses we have already discussed.)

How much was spent by everyone in the vehicle for...? RECORD AMOUNT AND CURRENCY TYPE FOR EACH CATEGORY LISTED.

	NONE	AMOUNT IN CANADIAN $	OTHER CURRENCY (SPECIFY)	
Lodging in the Parks, excluding camping/trailer park	59- 01	$______	______	61-
Camping fees	02	$______	______	65-
Food and beverages bought in restaurants in the Parks	03	$______	______	69-
Groceries & Beverages bought in stores in the Parks	04	$______	______	73-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Parks	05	$______	______	77-
Transportation within the Parks including shuttle buses, taxis, etc.	06	$______	______	5-1 6-4 13-
Auto Rental for vehicles picked up in the Parks	07	$______	______	17-
Recreation & Entertainment including tours, tickets, equipment rentals, etc.	08	$______	______	21-
Conference or convention registration fees	09	$______	______	25-
Park entrance fees/licence fees	10	$______	______	29-
Retail store purchases, such as souvenirs, equipment, film, clothing, etc.	60- 11	$______	______	33-

IF RETAIL PURCHASES MORE THAN $300 CANADIAN OR $200 U.S., ASK:

-b) Did you or anyone in this vehicle purchase any individual items which cost more than $300 Canadian (or $200 U.S.)?

No 37- 1 SKIP TO Q.19

Yes 2

-c) What were those items and how much did each cost? RECORD BELOW.

	ITEM	AMOUNT	
38-	______	______	44-
40-	______	______	48-
42-	______	______	52-

NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ASK:

18-d) Please just give me your best estimate of the total amount spent by everyone in the vehicle while in the National Parks system for the items shown on the card. RECORD AMOUNT AND CURRENCY BELOW.

56-

TOTAL ESTIMATE $__________________ (AMOUNT) __________________ (CURRENCY) 60-

NOW COMPLETE REMAINING QUESTIONS WITH ORIGINAL RESPONDENT ONLY.

REFER BACK TO Q.7-a). IF RESPONDENT ENTERED BANFF AND/OR JASPER NATIONAL PARKS, ASK Q.19-a), -b) AND -c), OTHERWISE SKIP TO Q.20.

19-a) What attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip? (RECORD VERBATIM)

____ 61-

____ 62-

____ 63-

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as (READ LIST)...?

	Excellent	64- 1
	Very Good	2
	Good	3
	Fair	4
or	Poor	5
	DON'T KNOW	9

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (RECORD VERBATIM)

____ 65-

____ 66-

____ 67-

20-a) (HAND CARD) Which of the statements on this card best describes the impact the staging of the 1988 Winter Olympics had on your decision to make this trip?

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	68- 1
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks	2
	I had to reschedule my plans to visit the Parks because of the Olympics	3
OR	The Olympics had nothing to do with my decision to visit the Parks	4

DEMOGRAPHICS SECTION

I just have a few more questions to help us classify the information.

21. HAND CARD 9. Please tell me the age and sex of everyone in this vehicle, starting with yourself and then continuing from oldest to youngest. Please just tell me the letter beside the appropriate age category.

		Respondent		All other occupants of vehicle 1	2	3	4	5	6	7
A	0-5 years	69-1		71-1	73-1	75-1	13-1	15-1	17-1	19-1
B	6-15 years	2		2	2	2	2	2	2	2
C	16-19 years	3		3	3	3	3	3	3	3
D	20-24 years	4		4	4	4	4	4	4	4
E	25-34 years	5		5	5	5	5	5	5	5
F	35-44 years	6		6	6	6	6	6	6	6
G	45-54 years	7		7	7	7	7	7	7	7
H	55-64 years	8		8	8	8	8	8	8	8
I	65-74 years	9		9	9	9	9	9	9	9
J	75 years or over	0		0	0	0	0	0	0	0
SEX			5-1 6-5							
	Male	70-1		72-1	74-1	76-1	14-1	16-1	18-1	20-1
	Female	2		2	2	2	2	2	2	2

22. HAND CARD 10. Which letter best describes the last year of schooling you completed?

A	Some elementary/grade school	21- 1
B	Completed elementary/grade school	2
C	Some high school/secondary school	3
D	Completed high school/secondary school	4
E	Technical or vocational school/ Community College/CEGEP -	5
F	Some University	6
G	Completed University	7
H	Post Graduate courses/degree	8

23. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CHECK BOX)

____________________ IN ____________________ 22-
(TYPE OF JOB) (TYPE OF COMPANY)

[] RETIRED

24. Can I please get your name and complete mailing address including postal/zip code?

RESPONDENT NAME: ______________________________

ADDRESS: ______________________________

CITY/TOWN: ______________ PROVINCE/STATE: __________

POSTAL/ZIP CODE: ______________________________ 23-

IF FROM CANADA OR UNITED STATES ASK:

My supervisor may want to call you to verify that I conducted this interview. At what phone number can you usually be reached?

______________ AREA CODE

______________ TELEPHONE NUMBER

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		
Other (SPECIFY) ______________			

IF RESPONDENT IS PASS-THROUGH (Q.8 TO 11), DO NOT GIVE MAILBACK. SAY:

Thank you very much for your co-operation. In appreciation we would like you to have this Alberta souvenir.

IF RESPONDENT IS VISITOR (Q.12 TO 20), SAY:

Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us.

The envelope provided is already addressed and stamped for your convenience. Your answers will help to improve park services and facilities in the future.

IF FROM OUTSIDE CANADA READ:

Will you be mailing this from Canada or the United States? (HAND APPROPRIATE ENVELOPE).

Please complete and return this questionnaire in the next few days, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.

CARD 1

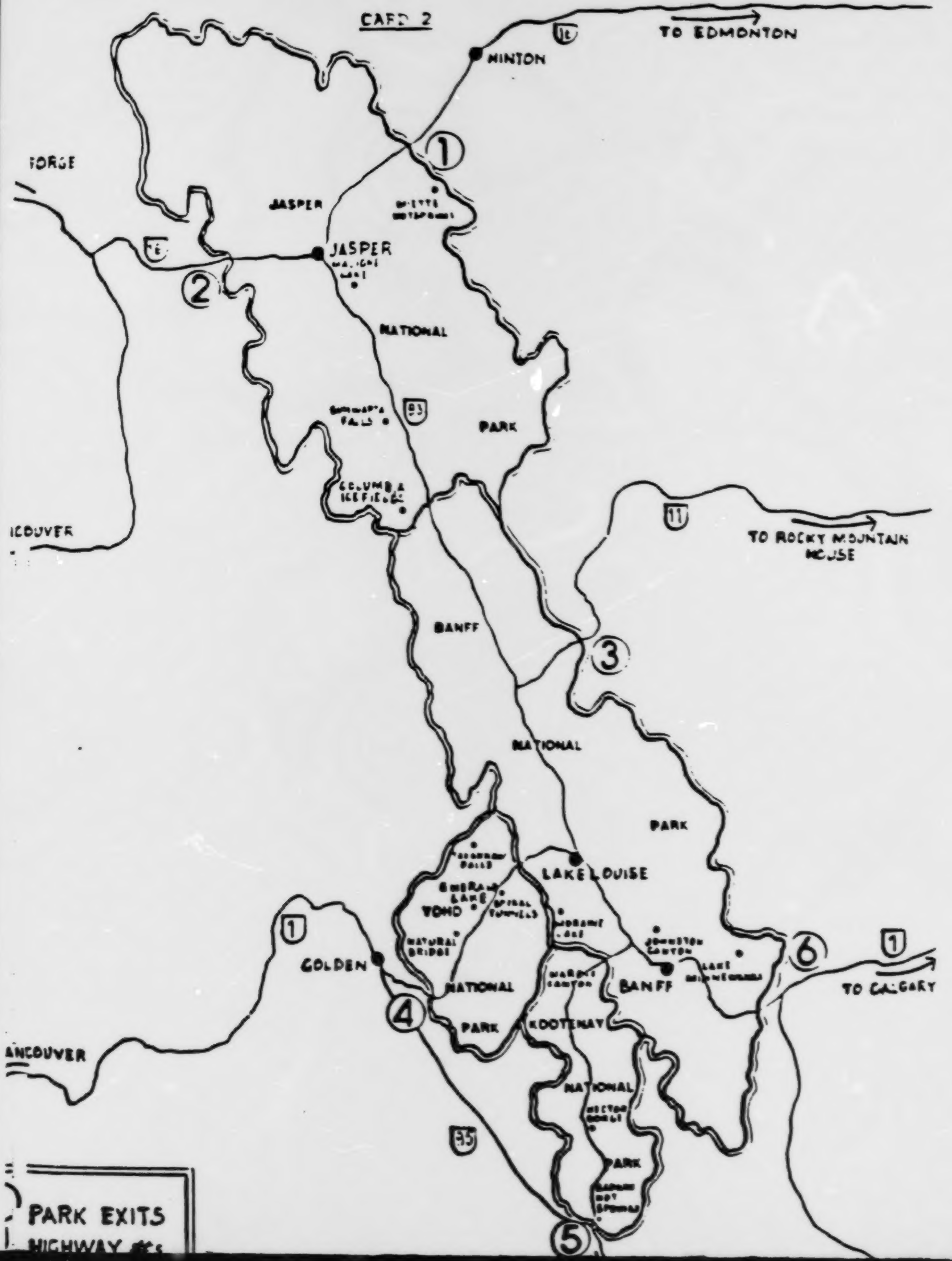
(Q.2-A)

2 ON A SALES CALL, A SERVICE CALL, A PICK-UP OR DELIVERY

3 A MEMBER OF A WORK-CREW OR AN EMPLOYEE IN THE PARKS

4 COMMUTING TO OR FROM WORK OR SCHOOL

5 A PERMANENT OR SEASONAL RESIDENT IN THE PARKS


CARD 2
16
TO EDMONTON
HINTON
①
ORGE
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
②
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELD
COUVER
11
TO ROCKY MOUNTAIN HOUSE
BANFF
③
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
YOHO
SPIRAL TUNNELS
MORAINE LAKE
1
NATURAL BRIDGE
JOHNSTON CANYON
⑥
1
GOLDEN
MARBLE CANYON
BANFF
LAKE MINNEWANKA
NATIONAL
TO CALGARY
④
PARK
KOOTENAY
ANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
⑤
PARK EXITS
HIGHWAY #'s

CARD 3

(Q.6-C, Q.12-A)

BUSINESS:	ATTENDING A SPECIAL MEETING LIKE A CONFERENCE, CONVENTION, SEMINAR OR TRADE SHOW
	OTHER BUSINESS
PERSONAL:	FAMILY AFFAIRS: E.G. VISITING FRIENDS OR RELATIVES, WEDDINGS, FUNERALS, ETC.
	ERRANDS: E.G. SHOPPING, BANKING, DOCTOR, ETC.
PLEASURE:	VACATION
	RECREATIONAL DAY-USE
	VISITING VACATION HOME

CARD 4
(Q.12)

1987

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1988

JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

CARD 5

(Q.13-B)

1. HOTEL, MOTEL, RESORT OR LODGE
2. COMMERCIAL COTTAGE OR CABIN
3. BED AND BREAKFAST ESTABLISHMENT
4. YOUTH HOSTEL
5. CAMPSITE OR TRAILER PARK
6. BACK COUNTRY CAMPING
7. WITH FRIENDS OR RELATIVES OR AT YOUR OWN VACATION HOME

CARD 6
(Q.14-B)

TRANSPORTATION:

BY AIR

BY TRAIN

BY BUS

BY BOAT

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS, OR LIFT TICKETS, ETC.

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS)

AUTO RENTAL (PICKED UP ELSEWHERE)

CARD 7
(Q.17-A)

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS OR LIFT TICKETS

NONE OF THESE

CARD 8
(Q.18-A)

LODGING IN THE PARKS, EXCLUDING CAMPING OR TRAILER PARK

CAMPING FEES

FOOD AND BEVERAGES BOUGHT IN RESTAURANTS, HOTELS OR BARS IN THE PARKS

GROCERIES & BEVERAGES BOUGHT IN STORES IN THE PARKS

VEHICLE GAS & OIL, MAINTENANCE OR REPAIRS BOUGHT FROM STATIONS WITHIN THE PARKS

TRANSPORTATION WITHIN THE PARKS, INCLUDING SHUTTLE BUSES, TAXIS, ETC.

AUTO RENTAL FOR VEHICLES PICKED UP IN THE PARKS

RECREATION & ENTERTAINMENT INCLUDING TOURS, TICKETS, EQUIPMENT RENTALS, ETC.

CONFERENCE OR CONVENTION REGISTRATION FEES

PARK ENTRANCE FEES/LICENCE FEES

RETAIL STORE PURCHASES, SUCH AS SOUVENIRS, EQUIPMENT, FILM, CLOTHING, ETC.

CARD FOR Q.22

1 I VISITED THE PARKS BECAUSE I WAS IN THE AREA TO HELP STAGE, COVER OR PARTICIPATE IN OLYMPIC EVENTS

2 THINGS I SAW OR HEARD ABOUT IN CONNECTION WITH THE OLYMPICS MADE ME WANT TO VISIT THE PARKS

3 I HAD TO RESCHEDULE MY PLANS TO VISIT THE PARKS BECAUSE OF THE OLYMPICS

OR 4 THE OLYMPICS HAD NOTHING TO DO WITH MY DECISION TO VISIT THE PARKS

CARD 9

(Q.21)

A	0-5 YEARS
B	6-15 YEARS
C	16-19 YEARS
D	20-24 YEARS
E	25-34 YEARS
F	35-44 YEARS
G	45-54 YEARS
H	55-64 YEARS
I	65-74 YEARS
J	75 YEARS OR OVER

CARD 10

(Q.22)

A	SOME ELEMENTARY OR GRADE SCHOOL
B	COMPLETED ELEMENTARY OR GRADE SCHOOL
C	SOME HIGH SCHOOL OR SECONDARY SCHOOL
D	COMPLETED HIGH SCHOOL OR SECONDARY SCHOOL
E	TECHNICAL OR VOCATIONAL SCHOOL, COMMUNITY COLLEGE OR CEGEP
F	SOME UNIVERSITY
G	COMPLETED UNIVERSITY
H	POST GRADUATE COURSES OR DEGREE

WINTER ROADSIDE QUESTIONNAIRE
AND SHOW CARDS

Ruston/Tomany & Associates Ltd. R/T 39151
5-6
6-1
7-1
8/

Roadside Screener
WINTER

Location:______________________ Start:__________________ A.M. 11- P.M. 14-

Date:__________________________ Finish:_________________ A.M. P.M.
Day Month 15-

Interviewer:____ 18-

INTRODUCTION: Hello, my name is ____________________ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING 1 SAVE SCREENER 19-

1. RECORD NUMBER OF PEOPLE IN VEHICLE IN THE TWO AGE GROUPS. IF YOU CANNOT COMPLETE THIS BY OBSERVATION, ASK THE DRIVER TO TELL YOU HOW MANY PEOPLE IN THE VEHICLE ARE:

16 YEARS OR OVER __________ (WRITE IN) UNDER 16 YEARS __________ (WRITE IN) 20- 21- 22- 23-

(HAND CARD 1)

2-a) Does anyone in this vehicle, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to any people in this vehicle. RECORD BELOW.

NONE 24- 1 SKIP TO Q.3

On a sales/service call/pick-up/delivery 2

Member of a work crew/employee in Parks 3 TERMINATE AND SAVE SCREENER

Commuting to or from work or school 4

Permanent/seasonal resident in Parks 5

-b) Is everyone in this vehicle a permanent/seasonal resident in the parks?

Yes 25- 1 TERMINATE AND SAVE SCREENER

No 2

-c) How many people in this vehicle who are 16 years of age or older are permanent/seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ ______________ (WRITE IN) 26- 27-

None 00

-d) And how many people in this vehicle who are under 16 years of age are permanent/seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 ______________ (WRITE IN) 28- 29-

None 00

TERMINATE AND SAVE SCREENER

3. IF ONLY ONE PERSON IN VEHICLE 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN VEHICLE 16 YEARS OR OLDER, ASK Q.3. Now, I would like to interview one person from your vehicle. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY:__________________
AND ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON.

4. (HAND CARD 2) Please look at this map of the four Parks. Do you personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time	30-1
Plan to return	2 THANK RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 31- 1 SAVE SCREENER

32\45

5. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY).

46-
47-
48-

______________ CITY OR TOWN ______________ PROVINCE OR STATE ______________ COUNTRY

(HAND CARD 2 AGAIN) 49/53

6. CIRCLE CODE 2 BESIDE THE PARK RESPONDENT IS EXITING FROM AND DO NOT READ THAT PARK. FOR THE OTHER THREE PARKS ASK:
Please look again at this map. Since leaving home on this trip, did you at any time enter...(READ EACH PARK EXCEPT CIRCLED ONE)?

	NO	YES
Banff National Park	54- 1	2
Jasper National Park	55- 1	2
Yoho National Park	56- 1	2
Kootenay National Park	57- 1	2

7-a) FOR EACH PARK ENTERED IN Q. 6), ASK:

Did you use or visit Parks information centres, naturalist services, interpretive events or hot springs pools in (READ EACH PARK ENTERED)?

	Banff	Jasper	Yoho	Kootenay
Yes	58-1	59-1	60-1	61-1
No	2	2	2	2

7-b) FOR EACH PARK ENTERED IN Q.6), ASK:

While in (READ PARK), did you stop and spend any time or money or do any sightseeing or were you just passing through?

	Banff	Jasper	Yoho	Kootenay
Just passing through	62-2	63-2	64-2	65-2
Spent time/money/went sightseeing	1	1	1	1

IF NO TIME SPENT IN ANY PARK (NO CODE 1 CIRCLED) SKIP TO Q.10. RECORD NAME AND ADDRESS AND HAND OUT PASS-THROUGH QUESTIONNAIRE

66/80

8-a) In which of the parks, if any, did you spend any nights? Did you spend any nights in...(READ EACH PARK ENTERED. RECORD UNDER -a) BELOW)?

-b) Any how many nights in total did you spend in...(READ EACH PARK IN WHICH NIGHTS SPENT. WRITE IN UNDER -b) BELOW)

5-6
6-2

	-a) SPENT NIGHTS	-a) NO NIGHTS SPENT	-b) NUMBER OF NIGHTS SPENT	
Banff National Park	1	2	____________	11-
Jasper National Park	1	2	____________	15-
Yoho National Park	1	2	____________	19-
Kootenay National Park	1	2	____________	23-
NO NIGHTS SPENT IN PARKS	1			

9-a) And now could you please give me your best estimate of the total amount spent within the National Parks by everyone in the vehicle? Please include all expenditures made by cash, cheque, traveller's cheque and credit card. (WRITE IN AMOUNT BELOW). And what currency is that? (WRITE IN CURRENCY BELOW).

TOTAL ESTIMATE ____________________ IN ____________________ 27-
AMOUNT CURRENCY

-b) Were any of the expenses for this trip to the National Parks paid for before you entered the Parks?

No	31-1
Yes	2

NOW RECORD NAME AND ADDRESS AND HAND OUT VISITOR QUESTIONNAIRE.

10-a) Can I please get your name and complete mailing address including postal/zip code?

RESPONDENT NAME: ____________________

ADDRESS: ____________________

CITY/TOWN: ____________ PROVINCE/STATE: ____________

POSTAL/ZIP CODE: ____________________

32-

-b) IF FROM CANADA OR UNITED STATES ASK:

My supervisor may want to call you to verify that I conducted this interview. At what phone number can you usually be reached?

____________ AREA CODE

____________ TELEPHONE NUMBER

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	38-1		
Light Truck/Pick-up	2	Tent Trailer	39-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		
Other (SPECIFY) ____________			

READ:

Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us. (HAND OUT PASS-THROUGH OR VISITOR QUESTIONNAIRE AND MAILBACK AS APPROPRIATE.)

IF FROM OUTSIDE CANADA READ:

Will you be mailing this from Canada or the United States? (HAND APPROPRIATE ENVELOPE).

Please complete and return this questionnaire in the next few days, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.

Ruston/Tomany & Associates Ltd.

WINTER
R/T 19151
5-6

6-5
7-1

National Parks Visitor Survey
(Pass-Through, Interviewer Administered)

11/

1. How many nights, if any, will you be away from home on this entire trip?

Same day trip/no nights away	000	
Number of nights away from home	________ (WRITE IN)	12-

2. (HAND CARD 2 AGAIN)

Please look at the map of the four parks again. Please indicate where you entered the National Parks for the first time on this trip away from home. CIRCLE ONE ANSWER BELOW, USING CODE NUMBERS FOR PARK GATES SHOWN ON MAP.

Code 1	(HWY 16 - EAST GATE)	1	15-
Code 2	(HWY 16 - WEST GATE)	2	
Code 3	(HWY 11 - EAST GATE)	3	
Code 4	(HWY 1 - WEST GATE)	4	
Code 5	(HWY 93 - WEST GATE)	5	
Code 6	(HWY 1 - EAST GATE)	6	
CAN'T REMEMBER		9	

3. (HAND CARD 4)

On what date did you first enter the National Parks on this trip? This calendar may help you recall. (RECORD DATE BELOW).

16-
17-

________ DAY ________ MONTH ________ YEAR

18-
19-

4. And was that...(READ LIST)?

20-
21-

22-

	Between 6 a.m. and 12 noon	1
	From noon to six o'clock p.m.	2
	Between 6 p.m. and midnight	3
or	From midnight to 6 a.m.	4
	CAN'T REMEMBER	9

5. (HAND CARD 9)

Please tell me the age and sex of everyone in the vehicle, starting with yourself and continuing from oldest to youngest.

AGE		SEX		
		MALE	FEMALE	
________ years	(RESPONDENT)	1	2	23-
________ years		1	2	25-
________ years		1	2	27-
________ years		1	2	29-
________ years		1	2	31-
________ years		1	2	33-
________ years		1	2	35-
________ years		1	2	37-

6. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (WRITE IN. IF RETIRED, CHECK BOX AND ASK WHAT TYPE OF JOB AND COMPANY RESPONDENT HAS RETIRED FROM).

______________________________ IN ______________________________39-

(TYPE OF JOB) (TYPE OF COMPANY)

☐ RETIRED

CHECK TO BE SURE YOU HAVE FILLED OUT NAME, ADDRESS, PHONE NUMBER AND VEHICLE TYPE ON PAGE 4 OF SCREENER. THEN SAY:

Thank you very much for completing this questionnaire. In appreciation for your cooperation we would like you to have this Alberta souvenir.

Elizabeth Street
onto Ontario M5G 1P7
16/977-1533

**Ruston/Tomany
& Associates Ltd.**

Dear Visitor:

Ruston/Tomany & Associates, a market research firm, is conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks - Banff, Jasper, Yoho and Kootenay. The information from this study will be used to help plan the future of the Parks.

Could you please take a few moments to complete the two attached questionnaires and return them to us in the postage-paid envelope provided.

It is important that only one member of your travel party completes the questionnaires. That person is the one who was selected to be interviewed when you were in the Parks.

Please mail the completed questionnaires today -- either when you arrive home or when you stop for the night. Postage is already paid so you do not have to put stamps on the envelope if it is mailed in Canada or the U.S.

Finally, I would like to thank you for your co-operation and hope that you had a very enjoyable visit to the Parks.

Yours sincerely,

Denis Tomany
President

DT/is

Ruston/Tomany & Associates Ltd.

WINTER
R/T 19151
5-6
6-2
7-1

National Parks Visitor Survey
(Visitor)

THIS QUESTIONNAIRE IS TO BE COMPLETED BY THE SAME PERSON IN THE TRAVEL PARTY WHO WAS SELECTED TO ANSWER THE INTERVIEWER'S QUESTIONS IN THE PARK. THAT PERSON IS ______________________________ (NAME).

For most of the following questions, you will be provided with several choices with a number next to each one. Please just circle the number beside the answer you choose. For example: My favourite colour is...

Red [✓ 1]

Green 2

Blue 3

Yellow 4

1-a) What is the furthest place from home you have visited or will visit on this trip?

______________ ______________ ______________ 40-

CITY OR TOWN   PROVINCE OR STATE   COUNTRY   41- 42-

-b) Was the National Park System the main destination of your trip?

Yes 1   43-

No 2

2-a) Which one of the descriptions listed below best describes the main purpose of your entire trip? CIRCLE ONE ONLY UNDER Q.2-a) BELOW.

-b) Which one of the descriptions listed below best describes the main purpose of your trip to the National Parks? CIRCLE ONE ONLY UNDER Q.2-b) BELOW.

		-a) Main Purpose Of Entire Trip	-b) Main Purpose Of National Parks Portion Of Trip	
Business:	Attending a special meeting like a conference, convention, seminar or trade show	1	1	44- 45-
	Other Business	2	2	
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3	3	
	Errands: e.g. shopping, banking, doctor, etc.	4	4	
Pleasure:	Vacationing	5	5	
	Recreational day-use	6	6	
	Visiting vacation home	7	7	
Just passing through			8	
Other Purpose (SPECIFY)		______	______	

3. How many nights, if any, will you be away from home on this entire trip?

NUMBER OF NIGHTS (ENTIRE TRIP) ____________ WRITE IN — IF NO NIGHTS AWAY PLEASE GO TO Q.6. 46- 47- 48-

4. And how many nights in total, did you spend in the National Parks since leaving home on this trip?

NUMBER OF NIGHTS IN THE PARKS ____________ WRITE IN — IF NO NIGHTS IN PARKS GO TO Q.6 49- 50- 51-

IF YOU STAYED OVERNIGHT IN THE PARKS, PLEASE ANSWER Q.5.

5. We are interested in the overnight accommodations you used in the Parks. For each overnight stop you made at a different accommodation in the Parks, please write in the name and the location of the accommodation, the type of accommodation it was and the number of nights you stayed there.

Legend - TYPE OF ACCOMMODATION

1) Hotel/Motel/Resort/Lodge
2) Commercial cottage/cabin
3) Bed and breakfast
4) Youth Hostel
5) Campsite/trailer park
6) Back country camping
7) Friends/relatives/own vacation home

OVERNIGHT STOP	NAMES AND LOCATIONS OF ACCOMMODATION (WRITE IN BELOW)	TYPES OF ACCOMMODATION (REFER TO LEGEND TO CIRCLE THE APPROPRIATE NUMBER BELOW)	NUMBER OF NIGHTS STAYED THERE (WRITE IN NUMBER)
FIRST:	52-________	1 2 3 4 5 6 7 8	________
SECOND:	58-________	1 2 3 4 5 6 7 8	________
THIRD:	64-________	1 2 3 4 5 6 7 8	________
FOURTH:	70-________	1 2 3 4 5 6 7 8	________ 56-7:
FIFTH:	11-________	1 2 3 4 5 6 7 8	________ 5-4 6-3
SIXTH:	17-________	1 2 3 4 5 6 7 8	________
SEVENTH:	23-________	1 2 3 4 5 6 7 8	________
EIGHTH:	29-________	1 2 3 4 5 6 7 8	________

6. Were any of your expenses for this trip to the Parks paid for before you entered the National Parks?

No — 1 PLEASE GO TO Q.10 — 35-
Yes — 2

IF YOU PRE-PAID ANY EXPENSES FOR THIS TRIP TO THE PARKS, PLEASE ANSWER Q.7.

7-a) Please indicate below the items which you prepaid before you entered the Parks. (CIRCLE APPROPRIATE NUMBER UNDER COLUMN a).

-b) For each item prepaid indicate whether it was part of a package (i.e. 2 or more items purchased together) or was prepaid separately. (CIRCLE APPROPRIATE NUMBERS UNDER COLUMN -b).

-c) For each item prepaid separately (not part of a package), please write in the total amount paid. WRITE IN THE AMOUNT AND THE CURRENCY (E.G. FRANC, DEUTSCHMARK, YEN, U.S. DOLLARS, CANADIAN DOLLARS, ETC.).

	-a)	-b)		-c)		
				FOR ITEMS PAID SEPARATELY ONLY RECORD		36- 37- 38-
	ITEMS PREPAID	PACKAGE	SEPA-RATELY	AMOUNT	CURRENCY	
Accommodation	1	1	1	$_____	_____	39-
Food/beverages	2	2	2	$_____	_____	43-
Entertainment, activities, sightseeing tours, lift tickets (excluding season lift passes)	3	3	3	$_____	_____	47-
Auto rental picked up in the Parks	4	4	4	$_____	_____	51-
Auto rental picked up outside the Parks	5	5	5	$_____	_____	55-
Transportation	6	6	6	$_____	_____	55-
None of these	9 PLEASE GO TO Q.10					

IF YOU PREPAID ITEMS AS PART OF A PACKAGE PLEASE ANSWER QUESTION 8. OTHERWISE GO TO QUESTION 9.

8-a) What was the total amount paid for all people in your vehicle for the prepaid package? WRITE IN AMOUNT AND CURRENCY.

$__________ AMOUNT __________ CURRENCY 63-

-b) How many nights in total were included in your prepaid package and how many of those nights were spent in the Parks? 67-

__________ NIGHTS IN TOTAL __________ NIGHTS SPENT IN PARK 70-

-c) If transportation was included in your prepaid package, please write in where you first boarded this transportation. 73- 74- 75-

__________ (NEAREST) CITY/TOWN __________ PROVINCE/STATE __________ COUNTRY

IF YOU PREPAID ACCOMMODATION SEPARATELY (NOT AS PART OF A PACKAGE), PLEASE ANSWER QUESTION 9. OTHERWISE GO TO QUESTION 10.

9. How many nights in total did this prepaid accommodation cover and how many of those nights were spent in the Parks? 76-

__________ TOTAL NIGHTS PREPAID __________ NIGHTS IN PARK 79-

80/

5-6
6-4

10-a) For each expenditure category listed below, please indicate the total amount spent within the Parks by everyone in the vehicle during the entire visit in the Parks. Include all purchases made by cash, credit card, traveller's cheque and cheque. However, do not include any prepaid expenses listed in the previous questions.

How much was spent by everyone in the vehicle for...? RECORD AMOUNT IN CANADIAN DOLLARS FOR EACH CATEGORY LISTED BELOW. IF YOU DON'T KNOW AMOUNT IN CANADIAN CURRENCY, WRITE IN AMOUNT AND SPECIFY THE CURRENCY IN THE SPACE PROVIDED.

	IF NONE CHECK BOX	AMOUNT IN CANADIAN $	OTHER CURRENCY (PLEASE SPECIFY CURRENCY AMOUNT AND TYPE)	
				11-
				12-
Lodging in the Parks, excluding camping/trailer park	☐	$________	________	13-
Camping fees	☐	$________	________	17-
Food and beverages bought in Restaurants or hotels or bars in the Parks	☐	$________	________	21-
Groceries & Beverages bought in stores in the Parks	☐	$________	________	25-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Park	☐	$________________		29-
Transportation within the Parks including shuttlebuses, taxis, etc.	☐	$________	________	33-
Auto Rental for vehicles picked up in the Parks	☐	$________	________	37-
Recreation & Entertainment including tours, lift tickets, equipment rentals, etc., bought in the Parks	☐	$________	________	41-
Conference or convention registration fees in the Parks	☐	$________	________	45-
Park entrance fees/licence fees	☐	$________	________	49-
Retail store purchases, such as souvenirs, equipment, film, clothing, etc., bought in Parks	☐	$________	________	53-
Approximate Total		$________	________	56-
				60-

-b) Did any member of your party use a season lift pass today?

YES	1
NO	2

-c) For each person who used a season pass, please indicate the total price paid for that pass and the number of days the pass was used on this trip.

	PRICE	NUMBER OF DAYS USED ON THIS TRIP
Person 1	$________	________
Person 2	$________	________
Person 3	$________	________
Person 4	$________	________
Person 5	$________	________

11-a) Please write in your own words what attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip?

____ 61-

____ 62-

____ 63-

____

____

____

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as...? (CIRCLE ONE ANSWER).

	Excellent	1	64-
	Very Good	2	
	Good	3	
	Fair	4	
or	Poor	5	

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (WRITE IN BELOW)

____ 65-

____ 66-

____ 67-

____

____

____

12. Which of the following statements best describes the impact the staging of the 1988 Winter Olympics had on your decision to make this trip? (CIRCLE ONE ANSWER).

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	1	68-
	I visited the Parks because I was in the area to watch Olympic events	2	
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks	3	
	I had to reschedule my plans to visit the Parks because of the Olympics	4	
OR	The Olympics had nothing to do with my decision to visit the Parks	5	

69/80

5-6
6-5
7-1

13. Please record the age and sex of everyone in this vehicle, including yourself. Write in your own age and sex on the first line.

	AGE		**SEX**		21/22
			MALE	**FEMALE**	
You:	________	years	1	2	23-
	________	years	1	2	25-
	________	years	1	2	27-
	________	years	1	2	29-
	________	years	1	2	31-
	________	years	1	2	33-
	________	years	1	2	35-
	________	years	1	2	37-

14. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (WRITE IN. IF RETIRED, CHECK BOX AND WRITE IN TYPE OF JOB AND COMPANY YOU HAVE RETIRED FROM).

________________________ IN ________________________ 39-
(TYPE OF JOB) (TYPE OF COMPANY)

☐ RETIRED

Thank you very much for completing this questionnaire. Please now complete the second questionnaire about what you did in the Parks and your opinions on the Parks and their facilities. When you have completed both questionnaires, please put them in the envelope provided.

PLEASE MAIL THESE QUESTIONNAIRES TODAY.

POSTAGE IS ALREADY PAID SO YOU DO NOT HAVE TO PUT STAMPS ON THE ENVELOPE IF IT IS MAILED IN CANADA OR THE U.S.

CARD 1

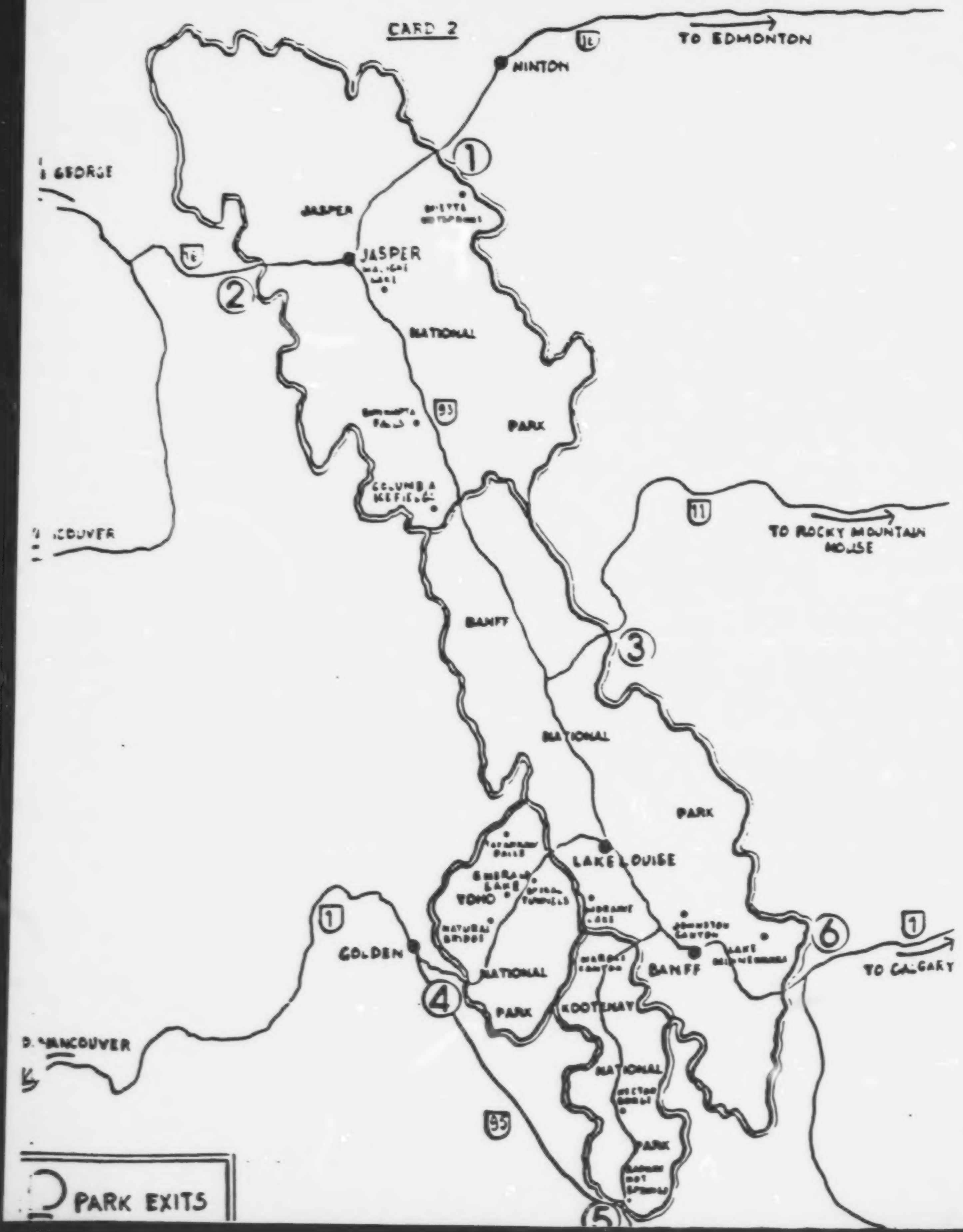
(Q.2-A)

2 ON A SALES CALL, A SERVICE CALL, A PICK-UP OR DELIVERY

3 A MEMBER OF A WORK-CREW OR AN EMPLOYEE IN THE PARKS

4 COMMUTING TO OR FROM WORK OR SCHOOL

5 A PERMANENT OR SEASONAL RESIDENT IN THE PARKS


CARD 2
TO EDMONTON
16
HINTON
1
GEORGE
JASPER
MIETTE HOTSPRINGS
JASPER
16
MALIGNE LAKE
2
NATIONAL
93
SUNWAPTA FALLS
PARK
COLUMBIA ICEFIELD
11
TO ROCKY MOUNTAIN HOUSE
VANCOUVER
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
YOHO
SPIRAL TUNNELS
MORAINE LAKE
1
NATURAL BRIDGE
JOHNSTON CANYON
6
1
GOLDEN
MARBLE CANYON
BANFF
LAKE MINNEWANKA
NATIONAL
TO CALGARY
4
PARK
KOOTENAY
VANCOUVER
NATIONAL
95
PARK
RADIUM HOT SPRINGS
PARK EXITS
5

CARD 4
(Q.12)

1987

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

S	M	T	W	T	F	S
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28	29	30				

JULY

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26	27	28	29	30	31	

AUGUST

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30	31					

SEPTEMBER

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27	28	29	30			

OCTOBER

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

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22	23	24	25	26	27	28
29	30					

DECEMBER

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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1988

JANUARY

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24	25	26	27	28	29	30
31						

FEBRUARY

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28	29					

MARCH

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20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

S	M	T	W	T	F	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

CARD 9

(Q.21)

A	0-5 YEARS
B	6-15 YEARS
C	16-19 YEARS
D	20-24 YEARS
E	25-34 YEARS
F	35-44 YEARS
G	45-54 YEARS
H	55-64 YEARS
I	65-74 YEARS
J	75 YEARS OR OVER

ATTITUDINAL MAILBACK QUESTIONNAIRE

Distributed To All Parks Visitors
In All Modes For Self-Completion

Elizabeth Street
nto, Ontario M5G 1P7
16/977-1533

Ruston/Tomany
& Associates Ltd.

Dear Respondent:

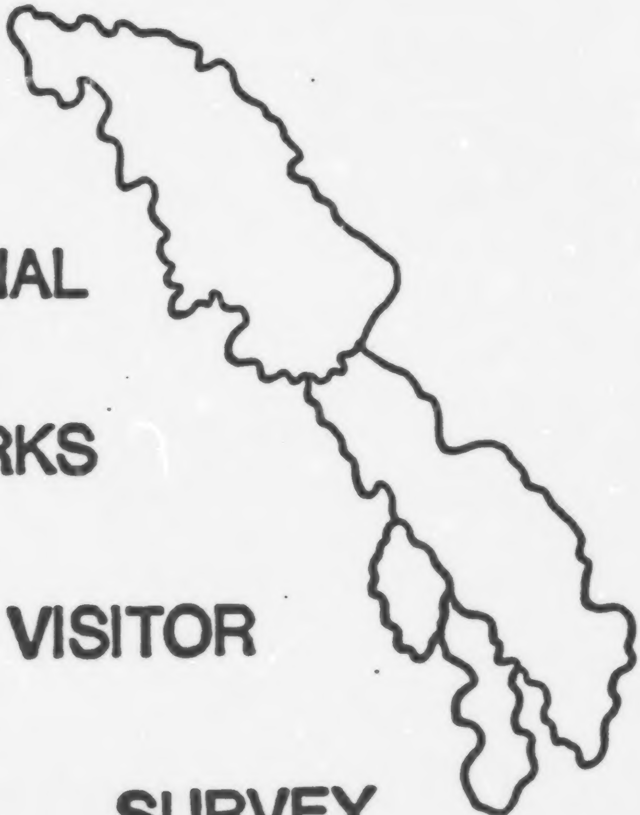
Thank you for taking the time to take part in the National Parks Visitor Survey. This mailback questionnaire will provide us with the additional information we require to get a complete and accurate record of your Park visit. The information you provide will be used to better the National Parks.

Your answers are extremely important, so please complete the questionnaire and return it in the stamped envelope provided.

Yours sincerely,

Denis Tomany
President

DT/ss



NATIONAL

PARKS

VISITOR

SURVEY

uston/Tomany & Associates Ltd.

R/T 19151

5-5

6-1

7-1

THIS QUESTIONNAIRE IS TO BE COMPLETED BY THE SAME PERSON IN THE TRAVEL PARTY WHO WAS SELECTED TO ANSWER THE INTERVIEWER'S QUESTIONS IN THE PARK. THAT PERSON IS________________________________.
NAME

A FEW INSTRUCTIONS BEFORE YOU BEGIN

Most questions are multiple choice, with a number next to each of the possible answers. To show your answer, just draw a circle around the number next to the answer that applies.

For example:

My favorite colour is...

Blue	1
Green	2
Red	[✓ 3]
Yellow	4

If more than one answer applies, then circle all appropriate numbers.

A few questions have blank spaces instead of answer numbers. Just complete these in your own words.

IF YOU ONLY SPENT TIME IN YOHO OR KOOTENAY NATIONAL PARKS, PLEASE SKIP TO Q.10 ON PAGE 10. EVERYONE ELSE PLEASE COMPLETE THE ENTIRE QUESTIONNAIRE.

1. In the list below, please circle all the activities and programs in which you participated on this trip to Banff and/or Jasper National Parks. Please do not include activities or programs you participated in only in Yoho or Kootenay National parks. (REFER TO THE MAP AND CIRCLE AS MANY ITEMS AS APPLY).

Sightseeing by car	01	Bicycling	24
Sightseeing by bus	02	Golfing	25
Viewing Wildlife	03	Tennis	26
Birdwatching	04	Shopping	27
Picnicking	05	Attending Movies	28
Photography	06	Attending Banff Festival Of The Arts	29
Mountain Climbing	07	Attending Other Live Theatre/ Concerts/Art Exhibits	30
Ice Climbing	08	Visiting Museums/Historical Displays/Sites	31
Jogging/Running	09	Attending Sporting Events	32
Hiking/Backpacking With Your Own Group Or By Yourself	10	Attending Other Festivals/ Events	33
Hiking With A Park Naturalist	11	Downhill Skiing	34
Attending Park Interpretive Or Educational Programs	12	Cross Country Skiing	35
Attending Course At Banff Centre	13	Skating	36
Scientific Study And Research	14	Snowshoeing	37
Fishing	15	Horsedrawn Sleigh Rides	38
Swimming	16	Dog Sledding	39
Scuba Diving/Snorkelling	17	Columbia Icefield Snocoach	40
Scenic Boat Tours	18	Resting/Relaxing	41
Other Boating/Canoeing/ Kayaking/Sailing	19	Visit Visitor Information Centre	42
River Rafting	20	Any Other Activities	
Sailboarding/Windsurfing	21	(PLEASE WRITE IN)	
Horseback/Trail-riding	22	____________________	
Horsedrawn Carriage Ride	23	____________________	

Did Not Participate In Any Activities Or Programs 49

18-

2. Which of the attractions listed here did you personally visit in the Banff/Jasper Parks while on this trip?

NATIONAL PARK ATTRACTIONS

TOWNSITES

Banff	01
Jasper	02
Lake Louise	03

LAKES IN BANFF

Bow Lake	04
Hector Lake	05
Lake Louise	06
Lake Minnewanka	07
Moraine Lake	08
Peyto Lake	09
Vermilion Lakes	10
Other Lake(s) In Banff	11
Lake(s) In Banff But Don't Know Name(s)	12

LAKES IN JASPER

Lake Edith And Annette or Lac Beauvert	13
Maligne Lake	14
Medicine Lake ("Disappearing Lake")	15
Patricia And Pyramid Lakes	16
Jasper or Talbot Lakes	17
Other Lake(s) In Jasper	18
Lake(s) In Jasper But Don't Know Name(s)	19

FALLS/SPRINGS IN BANFF

Bow Falls	20
Upper Hot Springs Pool	21
Cave And Basin Hot Springs And Centennial Centre	22
Other Falls/Springs In Banff	23
Falls/Springs In Banff But Don't Know Name(s)	24

FALLS/SPRINGS IN JASPER

Athabasca Falls	25
Miette Hot Springs	26
Punchbowl Falls	27
Sunwapta Falls	28
Other Falls/Springs In Jasper	29
Falls/Springs In Jasper But Don't Know Name(s)	30

GLACIERS/ICEFIELDS IN BANFF AND JASPER

Athabasca Glacier	31
Columbia Icefield	32
Stutfield Glacier	33
Crowfoot Glacier	34
Dome Glacier	35
Other Glaciers/Icefields In Banff And Jasper	36

OTHER NATURAL ATTRACTIONS IN BANFF

Cascade Garden (Banff National Park Building)	37
Castle Mountain	38
Hoodoos (Rock Spires)	39
Johnston Canyon	40
Saskatchewan River Crossing	41
Skoki Valley	42
Egypt Lake Area	43

OTHER NATURAL ATTRACTIONS IN JASPER

Goat Lookout	44
Maligne Canyon/Valley	45
Mount Edith Cavell	46
Valley Of The Five Lakes	47
Tonquin Valley	48
Skyline Trail	49

MUSEUMS/CENTRES IN BANFF

Banff Centre For Fine Arts	50
Banff National Park Museum (Wildlife Displays)	51
Luxton Museum (Indian Culture)	52
Natural History Museum (Geological)	53
Walter J. Phillips Art Gallery	54
Whyte Museum Of The Canadian Rockies (Art Displays)	55
Museums/Centres In Banff But Don't Know Name(s)	56

MUSEUMS/CENTRES/IN JASPER

Columbia Icefield Centre	57
The Den Wildlife Museum	58

HISTORICAL SITES IN BANFF AND JASPER

22-

Bankhead Coal Mine Ghost Town (Banff)	59
Silver City Plaque (Banff)	60
Banff Springs Hotel	61
Old Fort Point Cairn (Jasper)	62
Buffalo Paddock In Banff	63

GONDOLA LIFTS IN BANFF

Lake Louise Gondola Lift	64
Mount Norquay Scenic Lift	65
Sulphur Mountain Gondola Lift	66
Sunshine Village And Gondola	67

GONDOLA LIFTS IN JASPER

Jasper Tramway On Whistler's Mountain	68

SKI RESORTS IN BANFF

Lake Louise	69
Mount Norquay	70
Sunshine Village	71

SKI RESORTS IN JASPER

Marmot Basin	72

31-

-a) While you were in the Parks, did you take a bus sightseeing tour of either Banff or Jasper National Park which originated in the Parks? (PLEASE CIRCLE ONE NUMBER ONLY)

No	1
Yes	2

IF YES

-b) Was that an overnight tour of the Park or was it a tour which began and ended on the same day? (PLEASE CIRCLE ONE NUMBER ONLY).

Overnight tour	1
Same day tour	2

4-a) What are some of the things you liked about the time you spent in Banff or Jasper National Parks? (PLEASE WRITE IN)

____

____

____

____

-b) What are some of the things you didn't like about the time you spent in Banff or Jasper National Parks? (PLEASE WRITE IN)

____

____

____

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ANSWER QUESTION 5 IF YOU SPENT TIME IN BANFF NATIONAL PARK

5-a) Please indicate your level of satisfaction with Banff National Park on the following attributes, using a scale from one to seven, where one is very dissatisfied and seven is very satisfied. The more satisfied you were with the Park on the attributes shown, the higher the number you would choose, the less satisfied you were, the lower the number you would choose. CIRCLE ONE NUMBER FOR EACH STATEMENT.

	Very Dissatisfied			Neither Satisfied/ Dissatisfied			Very Satisfied	No Opinion/ Does Not Apply
1. Availability of suitable accommodation	1	2	3	4	5	6	7	9
2. Choice of restaurants/food and beverage services for you	1	2	3	4	5	6	7	9
3. Nightlife, theatre and entertainment	1	2	3	4	5	6	7	9
4. Public washroom facilities	1	2	3	4	5	6	7	9
5. Quality of food/ beverage	1	2	3	4	5	6	7	9
6. Comfort and cleanliness of accommodation	1	2	3	4	5	6	7	9
7. Shopping opportunities	1	2	3	4	5	6	7	9
8. Quality of camping	1	2	3	4	5	6	7	9
9. Quality of service	1	2	3	4	5	6	7	9
10. Wilderness protection and nature conservation	1	2	3	4	5	6	7	9
11. Friendliness, courtesy and hospitality of people working there	1	2	3	4	5	6	7	9
12 Overall cost	1	2	3	4	5	6	7	9

-b) In your opinon what, if anything, is special about Banff National Park which makes it different from other parks you have visited? WRITE IN BELOW.

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ANSWER QUESTION 6 IF YOU SPENT TIME IN JASPER NATIONAL PARK

6-a) Please indicate your level of satisfaction with Jasper National Park on the following attributes, using a scale from one to seven, where one is very dissatisfied and seven is very satisfied. The more satisfied you were with the Park on the attributes shown, the higher the number you would choose, the less satisfied you were, the lower the number you would choose. CIRCLE ONE NUMBER FOR EACH STATEMENT.

	Very Dissat-isfied			Neither Satis-fied/ Dissat-isfied			Very Satis-fied	No Opinion/ Does Not Apply
1. Availability of suitable accommodation	1	2	3	4	5	6	7	9
2. Choice of restaurants/food and beverage services for you	1	2	3	4	5	6	7	9
3. Nightlife, theatre and entertainment	1	2	3	4	5	6	7	9
4. Public washroom facilities	1	2	3	4	5	6	7	9
5. Quality of food/ beverage	1	2	3	4	5	6	7	9
6. Comfort and cleanliness of accommodation	1	2	3	4	5	6	7	9
7. Shopping opportunities	1	2	3	4	5	6	7	9
8. Quality of camping	1	2	3	4	5	6	7	9
9. Quality of service	1	2	3	4	5	6	7	9
10. Wilderness protection and nature conservation	1	2	3	4	5	6	7	9
11. Friendliness, courtesy and hospitality of people working there	1	2	3	4	5	6	7	9
12. Overall cost	1	2	3	4	5	6	7	9

-b) In your opinon what, if anything, is special about Jasper National Park which makes it different from other parks you have visited? WRITE IN BELOW.

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7. Excluding this visit, in what year was your last visit to Banff or Jasper National Park? WRITE IN BELOW OR CHECK BOX.

____

YEAR

☐ NEVER VISITED BEFORE THIS TIME

. Please indicate on the list below, what sources of information were used to plan your trip to Banff/Jasper National Parks. (PLEASE CIRCLE AS MANY AS APPLY).

I received literature or information before leaving on this trip from...

Travel Alberta	01
Tourism Canada	02
Parks Canada	03
British Columbia	04
Canadian Government Office Outside Canada (example: embassy,consulate, trade or tourist office)	05
I received information from an information centre while on the trip	06
I received information at a travel show	07
I consulted a travel agency and...	
Was provided with literature	08
Was provided with other information	09
I saw a T.V. advertisement	10
I saw any other type of advertisement	11
I saw a travel article	12
I saw a travel film	13
I read a travel book	14
Advice of friends or relatives	15
My own previous experience	16
DIDN'T USE ANY INFORMATION SOURCES	17

73-

When did you make the final decision to visit the Banff/Jasper National Parks System? Please circle the number beside the month and write in the year in the space provided.

MONTH			
January	01	July	07
February	02	August	08
March	03	September	09
April	04	October	10
May	05	November	11
June	06	December	12

YEAR

____
(WRITE IN)

5-5

EVERYONE PLEASE ANSWER ALL REMAINING QUESTIONS. 6-2

PLEASE REFER TO THE ENCLOSED MAP TO ANSWER QUESTION 10. 13-

Please indicate where you first entered the National Parks on your trip.

Location 1	(HWY 16 - EAST GATE)	1
Location 2	(HWY 16 - WEST GATE)	2
Location 3	(HWY 11 - EAST GATE)	3
Location 4	(HWY 1 - WEST GATE)	4
Location 5	(HWY 93 - WEST GATE)	5
Location 6	(HWY 1 - EAST GATE)	6

-b) What was the date of this first entry?

__________________ Month __________________ Day

-c) And about what time of day did you first enter the Parks System?

Between 6 a.m. and 12 noon	1
From noon to six o'clock p.m.	2
Between 6 p.m. and midnight	3
or From midnight to 6 a.m.	4

IF YOU LIVE OUTSIDE CANADA, ANSWER Q.11.

11. At what city, town or border crossing point did you enter Canada on this current trip?

__________________ CITY/TOWN/BORDER CROSSING __________________ PROVINCE

12. Thinking of your entire trip, including the time you spent in the Parks, which one trip type defined below best describes the kind of trip you took?

An outdoors vacation. A vacation in a natural area where you may engage in activities such as camping, fishing, hiking or rafting.	1
A resort vacation. A trip to a resort or resort area where a wide variety of activities, such as beaches, skiing, golfing, tennis and so on, are available close by or on the premises.	2
A close-to-home leisure trip. A trip to a place close to home where you can enjoy activities such as a beach, lake, seashore, or park.	3
A touring vacation. A vacation by car or bus or train through areas of scenic beauty, cultural or general interest.	4
A town or city trip. A trip to a town or city where you may shop, visit museums, enjoy entertainment, dine, attend plays or concerts, or just stroll around and enjoy the city.	5
A visit to friends or relatives. A trip whose primary purpose is to visit and spend time with friends or relatives.	6
A business or convention trip. For instance, attending a meeting, seminar, conference or convention.	7

13. Which category best describes the people who made up your immediate travel party on your trip to the Parks?

A Couple	1
Family/relatives	2
Friends	3
Business Associates	4
School Group	5
Club/Association/Convention Group	6
Senior's Group	7
By Myself	8

Other (SPECIFY) ______________________________

24-

14. Which of the following items of equipment did you have with you on your trip to the Parks? CIRCLE ALL ITEMS OF EQUIPMENT YOU HAD WITH YOU. (IF YOU DID NOT TAKE ANY OF THE LISTED EQUIPMENT WITH YOU, CHECK THIS BOX [] AND SKIP TO THE NEXT QUESTION).

Tent	01	Fishing equipment	13
Backpacking equipment	02	Snorkel/scuba equipment	14
Climbing equipment	03	Golf clubs	15
Hiking boots	04	Motorized Golf Cart	16
Field guides	05	Sailboard	17
Still camera	06	Bicycle	18
Movie camera	07	Motorcycle	19
Videotape camera	08	Boat	20
Binoculars/telescope	09	Canoe/Kayak	21
Downhill skis	10	All-Terrain-Vehicle (ATV)	22
Cross country skis	11	Snowmobile	23
Snowshoes	12	Other equipment (SPECIFY):________________ ________________	24

15-a) Now please think about the people in your household, regardless of whether they travelled with you on your trip to the Parks.

How many people, including yourself and any infants, are in your household? (WRITE IN NUMBER)

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-b) And how many, if any, are under six years old and how many are six to eighteen years old inclusive? (WRITE IN NUMBERS)

NUMBER UNDER SIX YEARS OLD ____________________________

NUMBER 6 TO 18 YEARS INCLUSIVE ____________________________

-c) Is the chief wage earner in the household under 45 years old or 45 years or over? (CHECK ONE BELOW)

Under 45 years	1
45 years or more	2

16-a) Finally, to help us classify the information, would you please indicate which of the following general categories best describes your personal annual income before taxes and other deductions. (CIRCLE ONE NUMBER ONLY AND INDICATE CURRENCY).

Under $10,000	1
$10,000 - $14,999	2
$15,000 - $19,999	3
$20,000 - $29,999	4
$30,000 - $39,999	5
$40,000 - $49,999	6
$50,000 - $59,999	7
$60,000 - $69,999	8
$70,000 - $74,999	9
$75,000 or more	0

CURRENCY (CIRCLE ONE)	
Canadian	1
U.S.	2

-b) And would you please indicate which of the following general categories best describes your total household income before taxes and other deductions. (CIRCLE ONE NUMBER ONLY AND INDICATE CURRENCY).

Under 10,000	1
$10,000 - $14,999	2
$15,000 - $19,999	3
$20,000 - $29,999	4
$30,000 - $39,999	5
$40,000 - $49,999	6
$50,000 - $59,999	7
$60,000 - $69,999	8
$70,000 - $74,999	9
$75,000 or more	0

CURRENCY (CIRCLE ONE)	
Canadian	1
U.S.	2

38- Are there any comments you would like to add, either negative or positive bout the time you spent in the National Parks?

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THANK YOU VERY MUCH FOR YOUR CO-OPERATION.

PLEASE PUT YOUR COMPLETED QUESTIONNAIRE IN THE ENVELOPE PROVIDED AND MAIL IT BACK TO RUSTON/TOMANY & ASSOCIATES. THE POSTAGE IS ALREADY PAID SO YOU DO NOT HAVE TO PUT STAMPS ON THE ENVELOPE IF IT IS MAILED IN CANADA OR THE U.S.

Ruston/Tomany & Associates
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